

# LIFE



'DEMOCRACY: 50,000,000 VOTERS'

NOVEMBER 4, 1940

10

CENTS

YEARLY SUBSCRIPTION \$4.50





**Bill:** HOW DID YOU LEARN TO MAKE SUCH SWELL COFFEE, DICK?

**Dick:** SIMPLE, IT'S BEAN COFFEE, CUSTOM GROUND\*

Just to end the suspense, let's say right away that it's A&P Coffee—the coffee that's always freshly roasted, sold in the flavor-sealed bean, and custom ground for *your* coffee pot when you buy it. No wonder your friends say it's so delicious, no wonder you discover

new delights in your two cups at breakfast, no wonder your coffee is the best part of every meal! No wonder that (now you know the "secret") you'll buy A&P Coffee, have it *Custom Ground*!

AT ALL A&P FOOD STORES

#### NO OTHER COFFEE GIVES YOU ALL THESE ADVANTAGES

- Coffee that's the pick of plantations.
- Selected and bought by A&P's own resident experts in South America.
- Roasted to flavor peak in A&P's exclusive flavor control roasters.
- Sold in the flavor-sealed bean in A&P stores.
- Custom ground when you buy . . . exactly right for *your* coffee maker, to bring out all the magnificent flavor.

**Today BUY A&P COFFEES AT THE LOWEST PRICES IN HISTORY**

\* Custom Ground coffee is A&P coffee correctly ground for your coffee pot by the special mill in your A&P Food Store.



COFFEE OF MAGNIFICENT FLAVOR—  
ENJOYED BY EVERY 7th FAMILY IN AMERICA



#### ONLY THE RIGHT GRIND GIVES YOU ALL THE FINE FLAVOR

The brewing of good coffee is a simple matter—just bringing ground coffee and hot water together for the right length of time. The time differs according to the type of coffee pot used. Some pots hold the water against the grounds constantly, some intermittently, some just passing through. Where the contact is constant the ground coffee should be coarse, where not constant the grind should be finer.



In the regular pot, boiling water is in constant contact with coffee. Have your A&P Coffee ground coarse.



Percolators force water over the coffee intermittently, so use medium ground A&P Coffee in your percolator.



In drip pots water goes through the grounds only once, so have your A&P Coffee ground fine.



In vacuum pots the contact is briefest of all—up goes the water, down comes the coffee. Use A&P Coffee ground extra fine.



# Miracle—American Style



**M**ULTIPLY this picture by 25 million, and you have a miracle such as the world has never seen before—a miracle which is unmatched anywhere in the world today outside America.

It is the miracle of 25 million people owning and enjoying a mechanism as complex and competent as an automobile.

In a single year—this year, for instance—the industrial genius of America turns out some three million new cars—more than the total owned in any other country on the face of the globe.

Many things make this miracle possible—including the American railroads.

For mass production depends on *mass transportation*.

And what that means is this:

The materials needed for building automobiles come from every state in the union. Cotton must travel an average of 1,300 miles,

copper 1,500 miles, wool 1,700 miles, lead 1,100 miles—iron and steel travel from mines to mills to factories where frames, bodies and other parts are made before arriving at the point where the cars are finally built.

Or to take it another way—for every working day, American automobile factories need 25,000 tons of iron and steel—450,000 square feet of plate glass—more than 900,000 pounds of copper. And for every car manufactured, it takes more than 2 tons of coal.

There are more than 17,000 parts in a single automobile—many of them made in widely scattered cities. One industrial writer has estimated that the materials in an automobile travel

by rail an average of six times before the car finally rolls from the assembly line.

So the automobile industry has come to depend on the clocklike regularity of the railroads. Many plants handle parts straight from freight car to assembly line with no stored supply or “float” of motors, frames, wheels, transmissions or other parts on hand. This helps reduce the cost of your car.



## “SEE AMERICA” FOR \$90

Start from your home town now on a Grand Circle Tour of the United States—east coast, west coast, border to border—go by one route, return by another—liberal stopovers—for \$90 railroad fare in coaches—\$135 in Pullmans (plus \$45 for one or two passengers in a lower berth).

## NOW—TRAVEL ON CREDIT

You can take your car along too  
See your local ticket agent

Perhaps you have never paused to consider such facts as these—any more than you have realized that the food you eat, the clothes you wear, most of the things you use every day were brought together from every part of the nation by rail.

As a matter of fact, that's the finest tribute anyone could pay to railroad service. It works so dependably and smoothly, you almost forget it's there.

ASSOCIATION OF  
**AMERICAN RAILROADS**

WASHINGTON, D. C.

This One



GJP8-1L1-K2JG





What if you *do* have to take time out! The clothes in your Westinghouse Emperor won't overwash. The amazing Time Dial not only prescribes the exact washing time for all fabrics, but shuts off the current *automatically*.



Yes, it's that simple. Just turn "Time Dial" to correct number of minutes for washing a load. When the time's up, there's a "click, click" and the washer automatically shuts itself off, *right on the dot*—no matter where you are at the time.



No old-fashioned "ironing day" backache, headache, or tired feet. All YOU do is sit down and *boss* the job. The Westinghouse Ironer does the *hard* work ... cuts ironing time in half ... puts an elegant finish on everything.



No wonder clothes washed in a Westinghouse smell so sweet! They're gently washed snowy clean ... then perfectly damp-dried by the big Westinghouse wringer that assures right pressure for everything, *the entire length of the rolls*.



Tune in "Musical Americana," N. B. C. Red Network, Coast-to-Coast, every Thursday evening

## LETTERS TO THE EDITORS

"This Great Moment"

Sirs:

I read Mr. Luce's editorial *This Great Moment* in LIFE's Oct. 21 issue. I was impressed by its forcefulness. It hit me as being one of the strongest statements of the issues in this election that I have read. I read it a second time to convince myself that it was an editorial favoring Wilkie's election.

We had some discussion about the editorial at home and I submitted it to a Roosevelt Democrat. He immediately stated it was a strong endorsement of Roosevelt.

It seems to me that you should follow that editorial up with something which will definitely show your position.

CARL KRUSE

Enid, Okla.

Sirs:

My first reaction was that of being fooled. My second sensation was anger, which gave way to pity, with a tinge of disgust, and finally wound up with a deep sense of puzzlement and disbelief! YOU—you whom I have quoted, whom I have looked up to, whom I have come to regard as an oracle, as a Solomon dispensing justice in your impartial, dispassionate dispensing of the news—you, who have never failed or flinched from fear or favor—you QUIBBLED!

What's the matter? This is still a free country, and free men can speak—if they have the courage of their convictions. What does it matter if you support Roosevelt or Wilkie—support of EITHER would be better than a straddle-the-fence, quibbling support of neither.

In my opinion, you have said too much not to say more. If you sincerely feel what your words imply, you owe it to your country, to the readers of LIFE and to yourself to say what you have so far left unsaid.

Speak, man—speak!

C. O. MASTERSON

Clayton, Mo.

Sirs:

... I agree with your editorial wholeheartedly, but I feel that if you are sincere in your statements you must name your choice between the two candidates.

CRAIG THORN JR.

Hudson, N. Y.

Sirs:

Which side of the fence are you on?

ALFRED T. WALKER

Boston, Mass.

Sirs:

May I add to your many letters of appreciation my own for Mr. Luce's truly great editorial in this week's LIFE, *This Great Moment*.

I doubt if anything so deeply stirring the American heartstrings and patriotism has been written since the immortal Gettysburg address.

I had my family come to breakfast early this morning while I read it to them—my son of 40 and my grandson of 19. The gravity of their expressions would have shown you the spirit in which they listened—neither one politically minded but it will stay in their minds. I am confident, firmly planted.

Thank you sincerely for a spirit shown in this article, so fine, so serious, so deeply American, that it gives one courage to face all things for this country of ours.

GRACE M. BURCH

Pelham, N. Y.

Sirs:

Finding proper sources of intelligent, constructive information to me has been quite difficult. Almost every public statement I read contains some place, if not a bold biased assertion, a veiled meaning of some kind motivated from a very biased attitude. This form of deception I despise.

I, therefore, in appreciation of such an honest, true, fair and square statement as you have made, wish to congratulate you. No more honest assertion has ever been made, no truer statement could possibly be made, and it is perfectly fair and

(continued on p. 4)



**WEBSTER**  
Kings win by popular vote!

Sentiment on the political horizon may be sharply divided. But men who have tried the classic new Corona shaped Webster Kings are virtually unanimous in voting it the ideal "ticket" in the field of fine cigars. Webster is "sweeping the country" with the fastest growing sales increases of any fine cigar. Why? Because Webster is the kind of cigar men like! Due to its

**Revery mildness**

even partisans of high-grade imported Cuban cigars are "swinging over" to Webster. Choice long all-Havana filler; select light-claro wrapper; superb craftsmanship.

**WEBSTER**  
CUSTOM-MADE CIGARS

**KINGS** 10¢  
Classic new Corona shops

GOLDEN WEDDING ..... 10¢  
PERFECTO CHICO ..... 10¢  
QUEENS ..... 2 for 25¢  
FANCY TALES ..... 15¢

*First in the Social Register*



# DANGER

Cold Weather Ahead!

DRIVE AT YOUR OWN RISK

## CHANGE

### to winter lubricants NOW!

WINTER COLD will soon grip your car. Protect it... in these five ways:

**FOR QUICK STARTING**, change now to a free-flowing winter-grade of *Insulated* Havoline or Texaco Motor Oil for protection at *all* temperatures.

**FOR EASY SHIFTING**, change to winter-grade Texaco Transmission Lubricant.

**FOR SMOOTH RUNNING**, change to winter-grade Texaco Differential Lubricant.

**FOR CHASSIS PROTECTION**, change to long-lasting Marfak Chassis Lubrication.

**TO PREVENT FREEZE-UP**, put anti-freeze in the cooling system now.

You need *all* of these services for winter car protection. Get them now, before it is too late... at your Texaco Dealer.



**TUNE IN FRED ALLEN**—Texaco Dealers invite you to enjoy Fred Allen in the new full-hour Texaco Star Theatre Program with Kenny Baker, Al Goodman's Music and a great cast. Every Wed. Night, Columbia Network—9:00 E.S.T., 8:00 C.S.T., 10:00 M.S.T., 9:00 P.S.T.

## TEXACO DEALERS

Copyright 1949, The Texas Company



# WANT A CHIN they'll love to touch?



Here is the whisker-snipper you've been hoping somebody would build some day.

It's all because of the sensational new 2-M Shearing Head which gives you close shaves 30% quicker, easier, better. It's hollow-ground to arch the skin surface and make the bristles stand up to be sheared off clean and smooth—with nary a nick, cut, scrape or burn!

Too good to miss? You bet it is! Get yourself a New Schick today. Try it for 30 days. If at the end of that time you're willing to part with it, your dealer will return every penny you paid out. Try it! You've nothing to lose, but your whiskers!

SCHICK DRY SHAVES, INC., STAMFORD, CONN., U. S. A.



## NEW SCHICK COLONEL

—the last word in Schick slickness! Executed in rich ivory plastic with gold-colored Whisk-Its.

Built-in radio static suppressor. Complete with simulated alligator tuck-away case for only \$15.00. (Or, packed in de luxe Dress-Kit... \$17.50.)

NEW SCHICK FLYER—has the new 2-M Hollow-Ground Shearing Head. Styled in burgundy plastic with silver-colored Whisk-Its. Complete with genuine leather case for only... \$12.50.

ATTENTION, SCHICK OWNERS!



... Get this 2-M Head for your shaver!

We made this marvelous new 2-M Head so that it can be used on any of the 2,500,000 Schick Shavers now in service!

\$3.00 brings your present Schick right up to the minute. You get the new head expertly fitted, and the whole shaver inspected, cleaned, lubricated, and adjusted free of charge. Simply take your shaver to your nearest dealer—or send it to us at the factory in Stamford—or take it to a Schick Shaver Service Office in:

ALBANY	CHICAGO	DES MOINES	LOS ANGELES	NEWARK, N. J.	PORTLAND, ORE.	STAMFORD, CONN.
ATLANTA	CINCINNATI	DETROIT	MIAMI	OKLAHOMA CITY	PROVIDENCE	WASHINGTON, D. C.
BALTIMORE	CLEVELAND	HARTFORD, CONN.	MILWAUKEE	OMAHA	ROCHESTER, N. Y.	
BOSTON	COLUMBUS, O.	HOUSTON	MINNEAPOLIS	PHILADELPHIA	ST. LOUIS	
BROOKLYN	DALLAS	INDIANAPOLIS	NEW ORLEANS	PITTSBURGH	SAN FRANCISCO	
BUFFALO	DES MOINES	KANSAS CITY, MO.	NEW YORK	PORTLAND, ME.	SEATTLE	

(See Classified Telephone Directories for street address.)

nothing Quicker  
nothing Slicker

## NEW SCHICK SHAVES

## LETTERS TO THE EDITORS

(continued)

square to President Roosevelt, Wendell Willkie and the readers of LIFE.

H. S. SWISHER

Lafayette, Ind.

Sirs:

I have never read a more stirring, a more inspiring or a nobler editorial than that Mr. Luce wrote for LIFE. It should move every one of your thousands of readers just as it moved and inspired and fortified me—and I believe it will.

VIRGINIA JUDSON BURNE  
New York, N. Y.

Sirs:

CONGRATULATIONS ON YOUR EDITORIAL. IT IS ONE OF THE FINEST PUBLIC STATEMENTS I HAVE EVER READ.

NINA WILCOX PUTNAM  
New York, N. Y.

Sirs:

PEACE ITS WONDERFUL.

BRUCE BARTON  
New York, N. Y.

Sirs:

... As I read it silently and then aloud to my family, the tears of a fierce emotion could not be held in check.

JESSE C. ANDERSON  
Peoria, Ill.

● Conducting a non-partisan journal in times when great national decisions are being made presents grave problems, as the letters above prove. LIFE is happy to report, however, that letters received approve Mr. Luce's statement by a ratio of 5 to 1. Among the letters were many requests for extra copies and for permission to reprint.—ED.

## The Campaign

Sirs:

So Wendell Willkie isn't a businessman, or so says Mr. Bruce Bliven. In your Oct. 14 issue.

I say to this distinguished man that a man who takes over a billion-dollar corporation, adds hundreds of employees to his payroll, and over a period of seven years makes that corporation pay, reduces electrical charges to the consumer, extends that service to additional thousands and above all else, proves that this American way of life is not finished, is not just a businessman, he is a business genius.

CLAUDIA PATTY  
Altadena, Calif.

Sirs:

The haymaker aimed at the New Deal campaign in the form of Park Commissioner Robert Moses' critique in this week's LIFE boomeranged—giving helpful criticisms to the President—and still hasn't put any light on the subject why Willkie should be elected President.

On the other hand, Bruce Bliven's article spread plenty of light on the reasons, which are many, why Willkie SHOULDNT be elected President.

RICHARD H. TOWNSEND  
Miami, Fla.

Sirs:

Mr. Bliven brings out quite clearly that Willkie is willing to promise almost anything to almost anybody in order to get elected. ... In ordinary street parlance the people think these promises are just so much baloney.

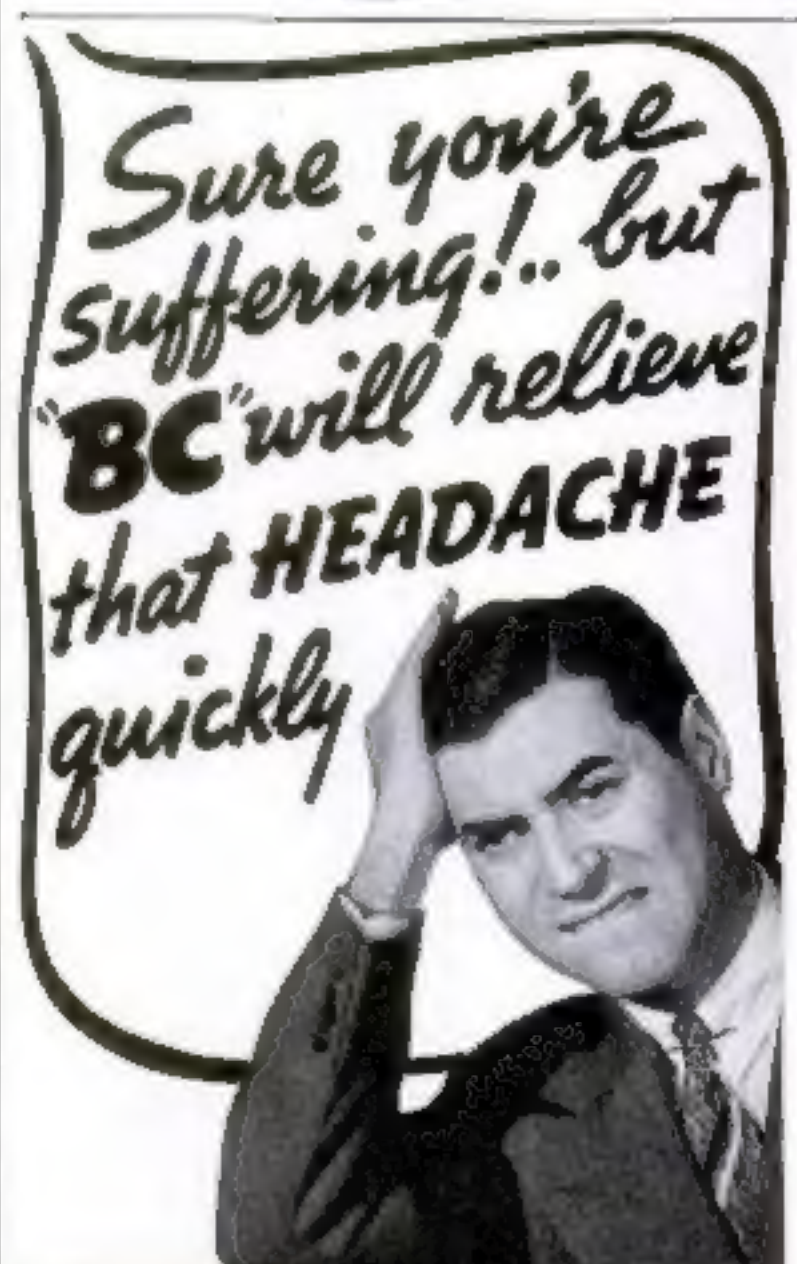
WARD MORTON  
Philadelphia, Pa.

Sirs:

If Mr. Bruce Bliven cannot build a more substantial case against the man, Willkie should be our next President.

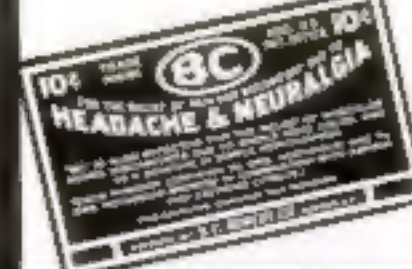
For example, in one part he said: "Such a man as he (Mr. Willkie) ought to know that a great part of this unemployment is technological, is the result of newly invented machines each of which takes the place of ten or a hundred or a thousand pairs of hands." Any student

(continued on p. 7)



Headaches, neuralgia and similar pains are quickly relieved with "BC." This prompt-acting remedy dissolves rapidly and relieves in a hurry. Follow the simple directions on the package. For pains that persist always consult a physician. 10¢ and 25¢ at all drug stores.

B. C. Remedy Co., 551 Fifth Avenue, N. Y. C.



ONE OF THE FASTEST-SELLING REMEDIES OF ITS TYPE IN AMERICA





# RED HEART ELECTED!

## Nation's No. 1 Favorite\* Sweeps to Victory



**BERTRAM BULL,**  
Campaign Manager, Says:

"I'd say that America's No. 1 Favorite\* won in a dog-trot, because Red Heart's 3 swell flavors are so dog-gone good-tasting. We dogs, you know, have been

eating more Red Heart than any other brand for a dog's age. With beef, fish, and cheese flavors on the meal ticket, we'll have plenty of taste variety."



**PAMELA PEKE,**  
President, Canine Cuties Auxiliary:

"Dear ladies, Red Heart's splendid victory shows how much importance we women place on vitamins. As watch dogs of the dietary, we mothers know that

Red Heart furnishes abundant supplies of all vitamins essential to growth and good health. Red Heart helps keep our children healthy."

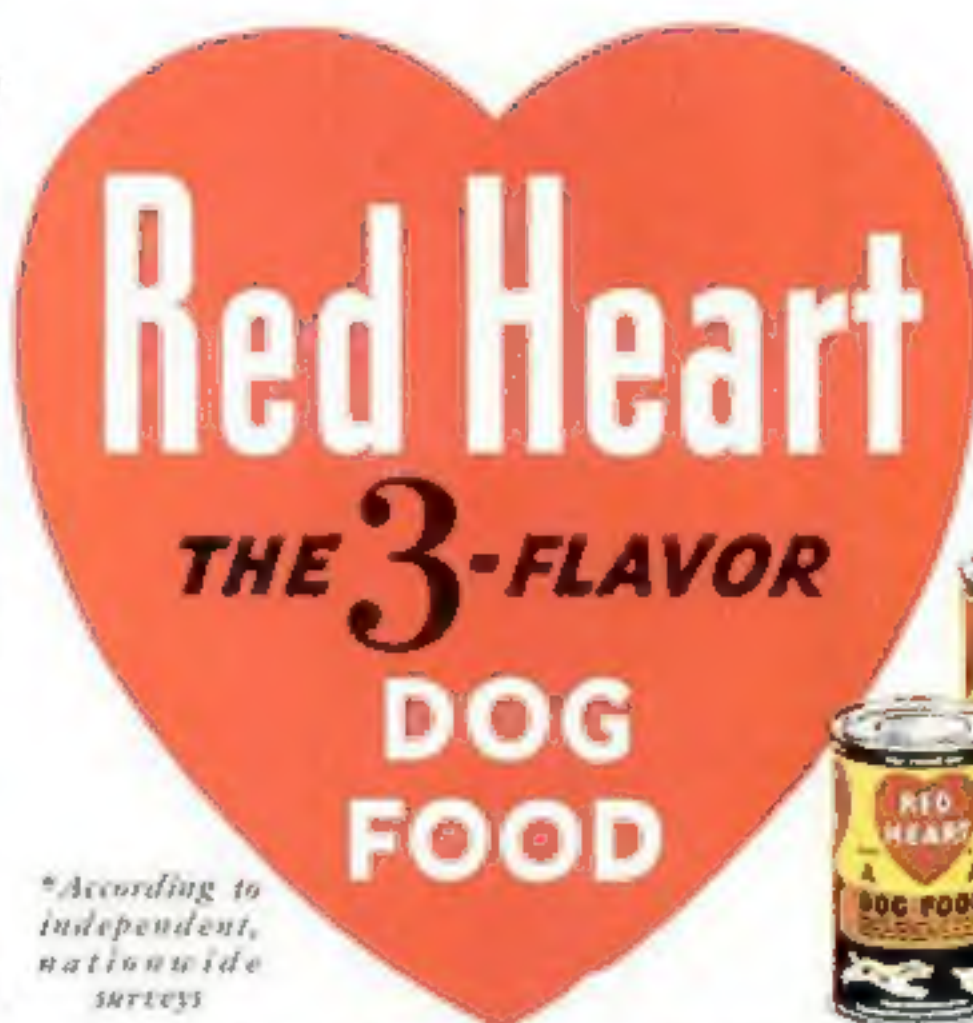
**CHESTER COLLIE,**  
National Committeeman, Says:

"Believe me, we dogs of America are pretty dog-matic about our choice of dog food. Red Heart's decisive majority at the polls proves that victory dogs the footsteps of a well-balanced, top-quality dog food. After all, Red Heart's sound quality and purity are assured because it's made in federally inspected plants from nutritious ingredients."



**SAMUEL SCOTTIE,**  
the Dog-on-the-street, Says:

"I'm dog-tired after so much electioneering from pillar to post—but dog-goned happy over the outcome. You can't beat Red Heart 3-flavor Dog Food. Why, it's actually laboratory-tested and kennel-proved. No wonder dogdom voted the straight Red Heart ticket! It's the will of the canine world. The vox doguli has been heard!"



DIET A—  
BEEF FLAVOR  
DIET B—  
FISH FLAVOR  
DIET C—  
CHEESE FLAVOR



FEED IN  
ROTATION

\*According to  
independent,  
nationwide  
surveys

• More dogs, big and little, eat Red Heart—the original 3-flavor dog food—than any other brand.\* They like Red Heart's tasty, nourishing ingredients—clean, wholesome meat and meat by-products, vegetable and bone meals, cereals, cod-liver oil, and Fleischmann's High-Vitamin Irradiated Yeast. Dogs benefit from Red Heart's abundant supplies of Anti-infective Vitamin A, Anti-neuritic Vitamin B<sub>1</sub>, Sunshine Vitamin D, Growth Vitamin G, and other essential vitamins. Best of all, they like the stimulating taste variety of Red Heart's 3 delicious flavors... beef, fish, and cheese. Feed your dog Red Heart 3-flavor Dog Food. He will appreciate your thoughtfulness.

**IT'S RED HEART BY A LANDSLIDE!**  
JOHN MORRELL & CO., GENERAL OFFICES, OTTUMWA, IOWA



Lou wants  
 "easy on the eyes" look  
 Sue wants  
 "easy on the feet" feel

YOU GET BOTH IN



# Air Step

THE SHOE WITH THE MAGIC SOLE

WALDO—Alligator calfskin, in brown or black to wear with suits. Squared-off toe and heel; smart "purse-type" bow.



ETERN—Black kid, patent trim. Fits the hard-to-fit foot.



CARMEN—Black gabardine with graceful D'Orsay line and lasso loop. Elasticized for easy fitting.

## "BUBBLES" IN GLASS

Now an even "airier" look to Air Step shoes with "Aero-Glass"—an entirely new conception of feminine daintiness and lightness. This new miracle material is transparent like glass, but it stretches too, and clings comfortably to the foot. The "Bubbles" pattern shown here features an "Aero-Glass" throat panel, smartly accented with a black faille bow and lucite loop.



Look at the shoes on this page with a thrifty eye. Where else for \$6 can you get such smartness? Then remember that Air Step® is a headliner in fit and comfort too. If you don't know where Air Steps are sold in your city, please drop us a post card.

The idea behind Air Steps is a *double* one... To give you the lightly feminine shoes you want. To give feet the relief they cry for from the hard-pavement jolts and jars that bruise nerves as badly as soles. Air Steps are designed a new way—a light, dainty shoe with a hidden-in shock-absorbing cushion (the Magic Sole) which absorbs "pavement-pound". You take the high style of Air Steps and the high road of comfort. BROWN SHOE COMPANY, Manufacturers, St. Louis.

\$6.00  
 Slightly higher  
 Denver west



JUNE—Crushed kid, perfect for in-between seasons. "Step-ladder" openings in vamp.

Reg. U. S. Pat. Off.





The "touchdown tango"—it puts pep in the team, but starts "pops" in your hose. Good way to tackle the stocking problem is to buy Cannon's sheer beauties—inspected by a special air-pressure machine that picks out tiny "unseen" flaws, the mysterious cause of many stocking runs.

Cannon brings you only perfect hose—full-fashioned, flawless, triple-inspected.

Cannon Hosiery made of Silk, in the Celophane Handy-Pack, 69¢ to \$1.00. Cannon Hosiery made of Nylon, \$1.35 and up. By makers of Cannon Towels and Sheets.

**Cannon Hosiery**  
TRADE MARK  
CANNON

**THOUSANDS**  
HAVE ASKED FOR IT!



#### SEND COUPON FOR YOURS!

A HIT with camera fans—this new, complete, illustrated booklet on FLASH PHOTOGRAPHY! Thousands have written for it! Get yours now—free! Learn how to be a success from the start—take flash "shots"—indoors or out, day or night—pictures you'll always be proud of! Kalart, makers of the famous Kalart Micromatic Speed Flash, offer this valuable booklet FREE. Send coupon for yours—today!

**KALART**  
Micromatic  
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THE KALART COMPANY INC.,  
Dept. L-11, 915 Broadway, New York, N.Y.

Please send me your free booklet, "How to Put Life Into Your Pictures".

Name.....

Address.....State.....

## LETTERS TO THE EDITORS

(continued)

of economics, politics or industry knows that each new advance in technology employs many more people than it displaces. Invention of the automobile, electric light, steam engine or any one of a hundred other like masterpieces have made employment for millions of people. Yet none of these could have been produced cheaply enough to be available to the common people without machinery of manufacture.

ROBERT M. BROOKS  
Sayreville, N. J.

Sirs:

While driving in the country today I saw a weary horse drawing a heavy plow, oblivious to a small terrier yapping at his heels. An unintentional but perfectly drawn cartoon. President Roosevelt goes along with his heavy burden while one Wendell Willkie barnstorms the country and bellows and splutters criticisms.

ANNE BUTLER  
Milwaukee, Wis.

### Basket Thrower

Sirs:

I would like to know what punishment, if any, was meted out to this "fun-loving girl" who nearly killed the Wilson girl by dropping a wastebasket on her head.

DEANE H. TOWNES  
Hanford, Calif.

● Doris LaRue, the basket thrower, is still awaiting trial. She will plead not guilty to charges of felonious assault, pleading that she was excited by mob psychology. Meanwhile, she has resigned her RFC job.—ED.

### New England Indian Summer

Sirs:

From the letter from the Dutchman to the pictures and article illustrating Brooks's Song of the Seasons, the last copy of LIFE was the best ever. With what nostalgic tenderness do we read of that New England summer of the mind when "the goldenrod rises again in its season, and the folk-poem recovers its meaning when the heart of a nation grown old returns to its youth."

From the President down, two duties confront the people of this country and only two—to defend our shores from the foe without and to build within those shores a people so strong that the powers of hell cannot prevail against us. In renewing that strength Brooks and incidentally LIFE have made a tonic contribution.

MARGARET LEE SOUTHARD  
Hingham, Mass.

### The Nisei

Sirs:

Suki-yaki to you for bringing up the timely question of the Nisei (LIFE, Oct. 14).

CHARLOTTE ERNST  
Seattle, Wash.

Sirs:

Thank you and my congratulations to LIFE for its kind and unbiased recognition of the basic problems that the Nisei (American-born Japanese) are confronted with here in America.

A Nisei myself, I could cite many poignant instances that we all experience because of our Oriental men, which, differing from that of Occidentals, cannot be eradicated in one generation.

It's entirely up to us to prove to those inclined to denounce us, in nefarious terms as traitors, Japs, spies, etc., that we are good citizens and deserving of our nationality: Americans. We are justly proud being Americans and I feel very confident that we will never disappoint those who have their faith vested in us!

JAMES S. TSURUTANI

U. C. L. A. '36  
Santa Monica, Calif.

(continued on p. 13)



**NEW GENERAL ELECTRIC  
COFFEE MAKER IS  
COMPLETELY AUTOMATIC!**



**1. Start it**—Just put in coffee and water and press the button. The new General Electric Automatic Coffee Maker brews the same uniformly delicious coffee whether you are preparing two cups or eight.



**2. Forget it**—No need to keep a watchful eye on the new G-E Coffee Maker. It's completely automatic. Brews the coffee at just the right temperature for perfect flavor—then turns itself off. No guess work! You get the same fine coffee every time.



**3. Keeps the coffee hot** until you want it. Turns itself down, then maintains just the right temperature so you lose none of the flavor from over-heating or cooling and reheating. See this amazing new product at your G-E dealer's. Only \$12.95.



**G-E Automatic Toaster**—This streamlined beauty with mahogany plastic handles toasts 2 slices or one equally well, and to whatever degree of brownness you prefer. Can be set to keep the toast warm in the toaster or pop it up as soon as it's done. Easy-to-clean crumb tray catches all crumbs. **\$16.00**



**G-E Triple Whip Mixer**—Three powerful beaters and a wide range of speeds make this new G-E Mixer as good for mixing light salad dressings as for heavy fruit cake. Has built-in spotlight that shows clearly how your mix is progressing. Complete with two bowls and juice extractor... **\$22.75**

THREE BEATERS ARE BETTER THAN TWO

**GENERAL ELECTRIC**





FOR SPIRAL FORWARD PASS, EDDIE MILLER GRIPS BALL ALONG THE LACING



CLOSE TO THE EAR, THE BALL IS RELEASED. FINGERS GIVE IT A FINAL SPIRAL TWIST

# *SPEAKING OF PICTURES . . . THIS IS FOOTBALL SKILL*

Like fine artists or mechanics, professional football players must be skilled craftsmen. It takes them years to learn their trade. Only by many many hours of practice can they learn to pass with bull's-eye accuracy, punt out of bounds within the 3-yd. line, snap the ball from center to quarterback with never a miss.

Here on these pages are shown in action some of the members of the New York Giants, professional team. The pictures were taken by Gjon Mili's fast-action camera. Because the technique of passing, punting, centering and drop-kicking is so perfect, the pictures might well be carefully studied by all football-minded youngsters. If they look at them long enough, then go out into the back yard and try to imitate them, they too may someday play for the Giants.

BALL FLIES OUT TOWARD RECEIVER, ITS LONG AXIS TILTED SLIGHTLY UPWARD. A SLOW SPIN IS BEST. HALF OF BALL IS PAINTED WHITE TO SHOW ITS SPIN





## Captain Mel Hein demonstrates center pass



Ball is gripped, for a spiral center pass, by the right hand placed well under the front and right side of ball, and by the left hand placed farther back on the opposite side. In this way the ball will be rotated smoothly from right to left when it is snapped.



The ball is snapped with the right hand spinning it and left hand carefully giving it direction. Actually the pass from center is nothing but an underhand forward pass. Usually the distance the ball is passed by the center varies with each type of play.



When the ball is in flight to a backfield man, the center must get set to throw a block on a defensive lineman. Note how the widespread feet give Mel Hein perfect balance. By watching his opponents' feet he can sometimes foresee their action.

## Back Eddie Miller demonstrates how to punt



Foot catches ball full on the right side of the instep. A half-second before, the ball was dropped straight down by simply removing hand from underneath, making sure the fingers did not twist the ball. The punt is the most important single play in football.



With a full pendulum swing the leg follows through in the direction of the kick. Spiral was obtained by originally pointing the ball slightly to left of line of flight before dropping. As leg swings, the knee is slightly bent, straightens out at contact with ball.



Off zooms the ball toward the opponents' end zone. Some players actually leave the ground on their follow-through. Others plant their left heel solidly on the ground. A kick out of bounds inside the 20-yd. line, keeps opponents deep in own territory.





**YOU'RE ALWAYS A GUEST  
BEFORE YOU'RE A CUSTOMER**

## *Your Florsheim Dealer*

A visit to your Florsheim Dealer will convince you that old-fashioned hospitality hasn't disappeared from the business picture. He's proud of his store, his men, his product, and he feels his obligation to serve you instead of sell you. Visit your Florsheim dealer; if he can't fit you he'll tell you; if he can fit you he'll sell you the best—FLORSHEIMS.



The COASTER

The GARFIELD

### YOUR FLORSHEIM SHOES

Live up to the same tradition of hospitality by fitting your feet easily, effortlessly the moment you try them on. The smartest Florsheim shoe is as comfortable as your oldest slippers.

Most Styles \$8<sup>95</sup>  
and \$10

# THE *Florsheim* SHOE

The Florsheim Shoe Company, Mfrs., Chicago • Makers of Fine Shoes for Men and Women

## SPEAKING OF PICTURES

(continued)



Place-kicking is demonstrated by Buck Ward Cuff, with Eddie Miller holding the ball. Made famous by Brickley of Harvard in 1919, place kicks are infrequently used by college teams but often win professional games. Cuff made eight last year.



Ball leaves Cuff's toe with a thud. The laces have been placed away from the kicker, whose foot travels in a direct line forward toward the center of the ball. Most ball holders take their finger away too soon. Note how Miller's hand is still in position.



Spinning end over end, the ball soars toward the center of the goal's cross bar. Good pro place-kickers often make phenomenally long kicks. Last year Ward Cuff kicked one 43 yd. Glenn Pressnell of the Detroit Lions in 1934 kicked a goal 53 yd. long.



# Early American Discovery



Today millions of Americans  
prefer this *light ale* to beer



PETER BALLANTINE'S early American discovery has become a modern American favorite...

Millions, investigating their first bottles of Ballantine's Ale, have found it a *light*—not heavy—drink. And so superior in flavor, because of the ale yeasts used in its brewing, that they have switched for good from a favorite beer to Ballantine's Ale.

Will *you* like Ballantine's Ale better than the beer you've been drinking? We sincerely

believe you will... we *know* that making up your mind will be a very pleasant experience.

Today, as in 1840, you'll find PURITY, BODY and FLAVOR in every glass. Always look for the famous 3-ring trademark... call for Ballantine's.

*Millions of Americans find more enjoyment in Ballantine's Ale than in any other brew. Try it!... Now sold coast to coast, in bottles and cans.* Cope, 1940, P. Ballantine & Sons, Newark, N. J.

BALLANTINE'S  ALE  
*America's largest selling Ale*





***“WHAT!... TOSS THIS ONE IN?”***

**SUE:** I thought from the way you two were yelling, that you'd be down there tossing those glamorous new hats over the goal posts by this time.

**ANDY:** We don't love the old school *that* much, Sue. Be reasonable.

**TOM:** Sacrifice my new snap-brim and Andy's off-the-face classic—our streamlined Stetsons? ...Not much!

**SUE:** Well, you do have a sensible idea now and then. Somehow those hats don't look like the throw-away type.

**ANDY:** Truer words were never spoken...Very discerning person you are, Sue...Now let's be on our way.

**SUE:** High time you thought of the forgotten gal. Hold on to those precious Stetsons—we're off to celebrate!

*Step Out with a* **STETSON HAT!**

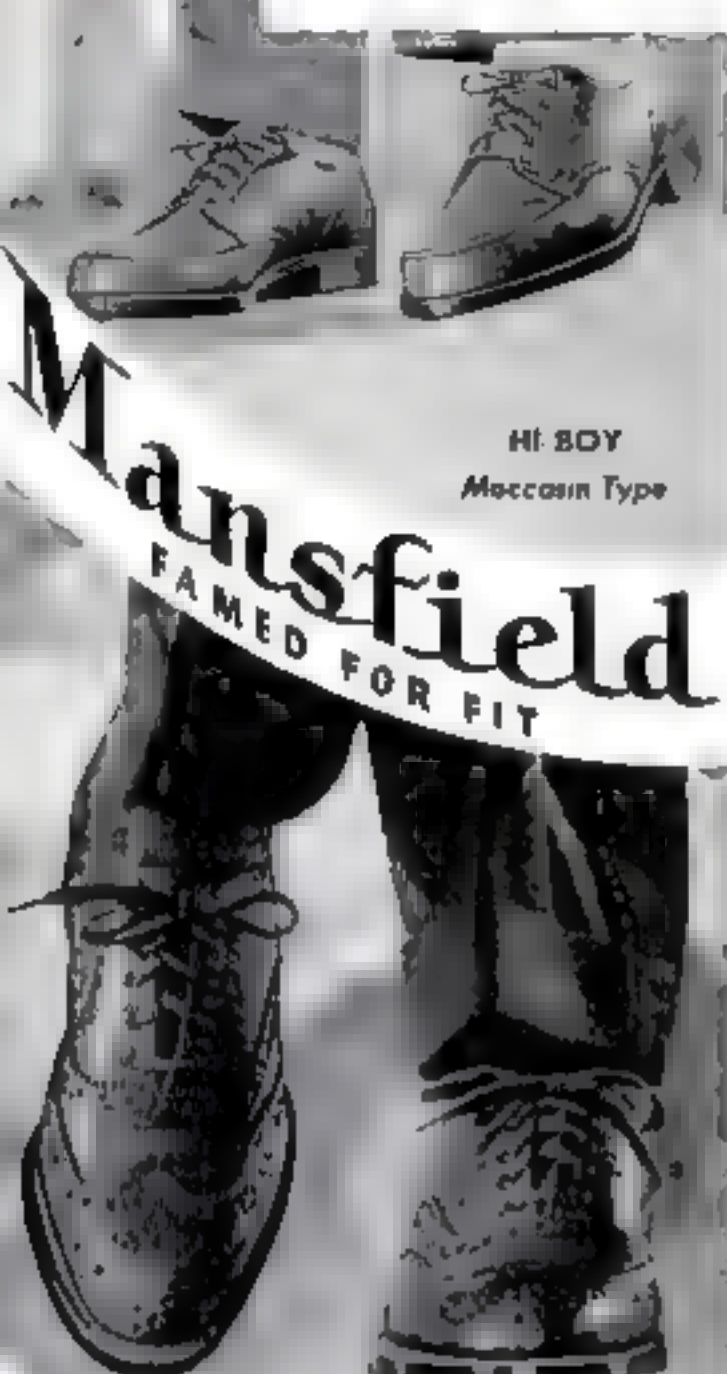
STETSONS ALSO MADE

IN CANADA, FROM \$6

**75 YEARS OF STYLE LEADERSHIP**



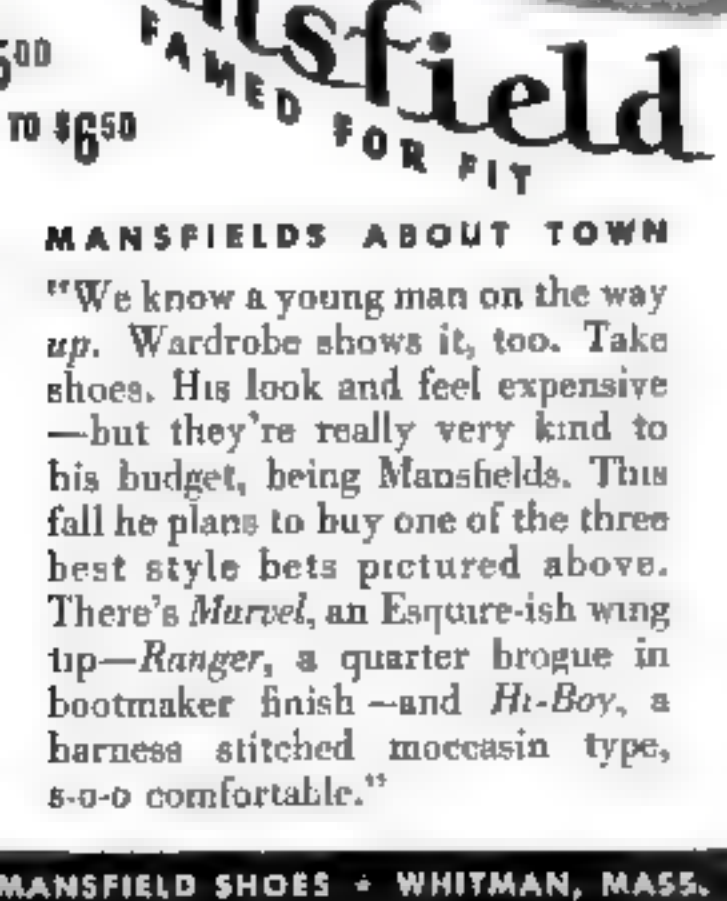
**Favor  
YOUR  
FEET**



HI-BOY  
Moccasin Type



MARVEL  
Wing Tip Brogue



RANGER  
Quarter Brogue

MANSFIELD SHOES • WHITMAN, MASS.

## LETTERS TO THE EDITORS (continued)

### Off to War

SIR:

On page 19 of the Sept. 30 issue of LIFE, your picture of the draft boys going off to war sure brought back old memories to me. In it I find myself and all my old buddies. Mostly all the boys shown became members of the 308th



### OFF TO WAR

and 307th Infantry. Many became later members of the famous Lost Battalion.

Enclosed is another picture, taken that same morning just as we left our homes in Woodhaven. The fellow sitting up on the back of the car next to the boy holding the banner is yours truly.

What has happened to the rest of the bunch? We became separated and I have never seen any of them since.

HARRY A. VOLKER  
former Reg. Sergeant Major  
Maywood, N. J.

### Peace Organizations

SIR:

I've dodged the harbors,  
Scouted the highways,  
Called the cops,  
Asked the doctors,  
And written my Congressman  
Can you tell me please,  
Wherein are the peace organizations  
like the World Peaceways  
Who used to run such elegant ads  
At thousands per page?

GEORGE H. WOLTERS  
Hollywood, Calif.

● Take the legendary frog stuck in a well, who jumped up a foot only to fall down two, the nation's peace organizations are still nobly, if futilely, carrying on. World Peaceways, for instance, opposed conscription but now believes in adequate national defense. Its members are already thinking about preventing another war from breaking out after the "peace" of 1941 or 1943. Say they: "We must be prepared to defend tomorrow's generation from another false formula of peace." ED.

### Application for a Job

SIR:

Kindly consider my application for a job as a photographer on your staff. I will expect no salary and will pay all my own expenses. My only request is that I be assigned jobs like photographing



### GOOD ASSIGNMENT

June Pflafer in her bath and the aquabellies turning in their bathing suits. Stackpole's a lucky stiff.

GILBERT GRANDHOLM  
Richmond, Calif.

# BETTER HEALTH

Sun-Maids provide iron and quick energy

# BETTER MEALS

Scores of dishes become doubly appetizing



HAD YOUR IRON  
TODAY?

CAN I HAVE ANOTHER  
HANDFUL OF SUN-MAIDS  
BEFORE I GO OUT?

ALL YOU WANT, SUN  
RAISINS GIVE YOU  
LOTS OF ENERGY  
FOR PLAY!

Sun-Maid Raisins are the ideal between-meal energy-food for hard-playing youngsters—and grown-ups, too! Raisins pre-digested fruit sugars supply quick energy, and their plentiful iron content makes good red blood—so necessary in building and maintaining robust health. Too, raisins have a desirable alkaline reaction, and contain Vitamins A, B and C.

SUN-MAID RAISINS are equally delicious cooked or uncooked. Every single Sun-Maid is literally bursting with tender, juicy goodness. Each plump, meaty Sun-Maid is immaculately clean—no washing required. No seeds. No bother in preparation. Sun-Maids pour from the package all ready for instant use!

Buy Sun-Maid Raisins today in the familiar red or blue carton, or in the economical bag or bulk pack. Don't merely say "raisins"—say "Sun-Maid Raisins." Sun-Maids add lustre to simple, every-day meals, work wonders in dressing-up leftovers, really help you make more appetizing meals that are better for you!



### SUN-MAID Layer Spice Cake

- |                                       |                               |
|---------------------------------------|-------------------------------|
| 1 cup Sun-Maid Seedless Raisins       | 3 teaspoons baking powder     |
| $\frac{1}{2}$ cup shortening          | 1 teaspoon cinnamon           |
| $1\frac{1}{2}$ cups sugar             | 1 teaspoon nutmeg             |
| 3 eggs                                | $\frac{1}{2}$ teaspoon cloves |
| 1 cup milk                            | 2 teaspoons vanilla           |
| $2\frac{1}{4}$ cups all-purpose flour | $\frac{1}{2}$ teaspoon salt   |

Chop raisins. Cream shortening with sugar, add well-beaten eggs and milk. Combine with flour sifted with baking powder, spices, and salt. Beat thoroughly, add raisins, vanilla and mix well. Pour into three greased layer cake pans. Bake 20 minutes in a moderate oven (350 degrees F). Put together with a boiled frosting to which has been added one cup chopped Sun-Maid Seedless Raisins.

# SUN-MAID RAISINS

SUN-RIPENED IN  
CALIFORNIA'S  
FINEST VINEYARDS

### CLIP AND MAIL RIGHT NOW

FREE: 54 new delicious recipes made with famous Sun-Maid Raisins—the favorite of American housewives for 27 years. Address Sun-Maid Raisin Growers Association, Dept. LE-11, Fresno, California.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



Gray..  
New...  
Designs

by  
Congress

SEE the romantic, new Congress designs. You'll like the lovely Marquise in Alice blue... the Cavalier in red... the Sulky Racer... and the idyllic English Garden Cottage.

Choose your favorites today. Let these charming, new designs start your next bridge party off with a flourish!

Congress Cards add life to any party. Full of snap, vitality, they're the cards that add the extra touch guests appreciate.

TODAY  
SEE THE  
NEW

**CONGRESS Playing Cards**  
The United States Playing Card Company, Cincinnati, Ohio

Why not try a New Card Game? There are 125 different games in the "Official Rules of Card Games—Hoyle Up-To-Date." Yours for only 10¢. At stores selling cards or write The United States Playing Card Company, Dept. L-4, Cincinnati, Ohio.

## FROM LIFE'S CORRESPONDENT



MAP OF BATTLE IS BASED ON MAP NO. 10161 OF FRENCH ADMIRALTY

Published below is the first detailed eyewitness account of the Battle of Mers-el-Kebir (in Oran Bay, Algeria) when a British squadron shelled the main forces of the French Fleet on July 3. The writer, signal officer on the bridge of the battleship *Bretagne*, is now assistant French naval attaché in Tokyo.—ED.

### The Battle of Mers-el-Kebir

Washington, D. C.

I was the officer on duty aboard the French battleship *Bretagne* on July 3 when, at 7 a. m., I saw the British destroyer *Foxhound* arriving in the roads. On board the French ships, moored side by side in the harbor of Mers-el-Kebir, daily routine was being resumed. The *Foxhound* stopped beyond the anti-submarine nets and a French launch carrying an officer met her to establish contact. At 9:30 a. m. the British Fleet arrived in the roads and assembled in front of Mers-el-Kebir. It included the battle cruiser *Hood*, battleships *Resolution* and *Valiant*, the aircraft carrier *Ark Royal*, three cruisers and many destroyers.

The British battleships soon signaled a message summoning us either to follow the British Fleet, scuttle or face destruction. These terms were inadmissible. Everyone approved Vice Admiral Marcel Bruno Gensoul's decision to light the fires and clear the decks for action.

At 11 a. m. five British planes dropped mines across the passage left open in the submarine nets (see map). A British plane circled overhead, looking for any movements from our gun turrets and radioing the information to the British ships.

The British ultimatum was due to expire at 2 p. m. Still confident that nothing would happen, our men, standing at their fighting stations, were quietly reading magazines, chatting together or exchanging wisecracks. But nothing happened at 2 p. m. except for a message from the *Hood* notifying us that the expiration of the ultimatum had been postponed until 5:30 p. m.

At 3 p. m. Captain C. S. Holland, former British naval attaché at Paris, went on board the French flagship *Dunkerque*. His visit to Admiral

Gensoul lasted until 4:30 p. m. He looked very pale when we saw him pass as he returned to the British Fleet.

The British launch which carried him away had hardly disappeared when the first British shells hit the pier a short distance from us. The British Fleet, hidden behind Cape Mers-el-Kebir, was firing from behind a smoke screen at a range of about seven miles. The *Dunkerque* and *Procones* were the only French ships able to return the British fire, but they could not do this very effectively because of the British smoke screen. French coastal batteries, however, compelled the British to move farther out to sea, and sank a destroyer.

The British fire was extremely heavy and appeared to be focused on two particular spots: the French battleships and the passage in the nets.

The *Bretagne* was hit by perhaps eight or nine 16-in. shells. Flame and smoke poured from the stern, from turrets 4 and 5 and from the casemates. Our efforts to stem the blaze and the water pouring into the *Bretagne* from shell holes in the hull were unavailing.

Orders were then given to the personnel in the spotting crow's-nest to evacuate, but the ladder descending down deck was already red hot and several men who attempted to climb down crashed to the deck as the burning ropes could not sustain the stress.

Hopes of running the *Bretagne* ashore were now forlorn and the order to evacuate was given by the captain. Men all over the *Bretagne* were away from their fighting stations and were led to the only safe place from where they could jump into the water—the fore-purser.

Suddenly—only seven minutes after the opening of the British fire—an explosion occurred, probably in a powder hold, and the ship listed heavily to starboard and capsized in less than five minutes. I grasped a handrail on the bridge while everything cracked and moaned as the bridge was hurled into the water. My impression was that of a fall when sinking, my favorite sport. I sank down, down, down about 40 ft under the water but was able to sustain the pressure of the water and keep my breath. This was my gloomiest moment. I had to swim upward but it was so dark down there that I could not make out where the surface was. My first attempt to reach the surface

(continued on p. 16)





**"Move that frame addition and  
you'll reduce your insurance costs"**

A BRICK STRUCTURE usually is a safer fire risk than one of wood, and fire insurance rates vary accordingly, since rates are determined by the degree of hazard involved. But here was a brick building with a small frame addition in the rear. Because the two buildings were communicating, the otherwise greater safety of the brick building was impaired by the greater fire hazard present in the frame building.

The White Fireman\* pointed out to the owner the wisdom of moving the frame structure. The suggestion was appreciated, especially when the White Fireman added that the move would entitle the brick building to a considerably lower fire insurance rate. So, this property-owner profited in money and in greater safety by this extra North America service to policyholders.

\*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



## Insurance Company of North America

PHILADELPHIA



This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life - FOUNDED 1792 LOSSES PAID: \$444,000,000



# GIVE YOUR HAIR A CHANCE!



## THE SCALP

### IS THE BASIS OF HAIR HEALTH

#### Treat it the Fitch Ideal Way

Take care of your hair this sensible way! Don't let the thousands of tiny hair openings on your scalp choke up with dirt and dandruff. Remember that congested scalp is the forerunner of many hair ills. That's why you've got to keep the hair openings clear and free to function normally. Use Ideal Tonic every day. Then the natural oils will be able to flow over your hair, bringing the benefits that only nature can bestow. Ideal Hair Tonic combines with natural oils to form the perfect dressing for your hair.

Ideal Hair Tonic stimulates circulation—helps allay itching scalp—helps to prevent dandruff—helps check falling hair. It's simple to use, and it does two great things for you! First, it makes it easy for your scalp to be as healthy as nature intended—and second, it acts as a dressing that helps keep your hair neat and good-looking. Start to care for your hair the Fitch Ideal way today!

#### KEEP THIS HAIR FOLLICLE OPEN



#### AND KEEP YOUR HAIR



### FOR THAT WELL GROOMED LOOK WOMEN ADMIRE, USE FITCH IDEAL



WRITE for a FREE sample of Fitch Ideal Hair Tonic to Dept. T-77, The F. W. Fitch Company, Des Moines, Iowa.

#### You'll like Fitch's DANDRUFF REMOVER SHAMPOO

Use it regularly each week. It is guaranteed to remove dandruff with the first application.

# Fitch's IDEAL HAIR TONIC

**Special OFFER!** A 50c rubber scalp massage brush FREE with the purchase of a 3oz. size of Fitch's Ideal Hair Tonic. \$1.00 value. SPECIAL—both for 49c. Ask your druggist. If not available send coupon top to The F. W. Fitch Company and receive brush free.



### FROM LIFE'S CORRESPONDENTS

(continued)



SALVO STRADDLES STRASBOURG

did not succeed, but I tried again in a different direction and felt the pressure in my ears gradually decrease. This was the right direction and I swam hard for I needed air badly now. By the time I reached the surface the *Bretagne* had already almost disappeared. Only a small part of her hull was still above water. All around emerged the heads of what looked like colored people swimming in all directions. There were about 50 of them. They were white men but a layer of fuel oil, about 2 in. thick, covered the water around the *Bretagne* and blackened all of us. A shell had evidently hit the *Bretagne's* oil tanks as she was turning turtle and flames ran here and there on the oil-soaked water. Fortunately the fuel oil was cold and did not catch fire but it may have proved fatal to some exhausted men who probably choked on the oil and died.

As I was swimming about, I saw our *Strasbourg* speeding full steam ahead past the pier and bring with all her guns. The guard was presenting arms and the band played on her stern. Everyone left alive shouted. Our light cruisers had left the bay and only the damaged warships remained. The aircraft carrier *Commandant Teste*, anchored about 200 yd. from the spot where the *Bretagne* sank, was safe and did not seem to have been hit by a single shell or even a splinter.

For about half an hour we remained in the water, trying to swim to the shore or at least to get out of the oil. Launches picked up everyone they could. Of the 45 officers on the *Bretagne*, seven were left alive. Of our 1,400 men, 1,100 were killed.

Of the men rescued, each had had a miraculous escape. One had been ejected through a porthole by the force of air escaping as the ship capsize. Another had slipped from portside to starboard under the hull and had emerged on the other side of the ship.

During the battle that part of the French Fleet that had not been sunk took to the high seas with all guns firing. The Fleet then separated to head for Toulon, France and Bizerte, French Tunisia. They reached these ports riddled with holes but without loss, signaling that they had shot down two British planes from the *Ark Royal*.

The only vessels remaining at Mers-el-Kebir were: the battleships *Dunkerque* and *Provence* (beached), the destroyer *Magador* (beached) and the *Bretagne*, resting under water in her last sleep.

LIEUTENANT DE VAISSEAU  
ETIENNE SICARD

## NOW IN CHEWING GUM FORM FAST RELIEF of ACID INDIGESTION

I'VE SWITCHED  
TO CHOOZ! IT  
WORKS FAST, IT  
TASTES GOOD—  
AND I CAN TAKE  
IT ANYWHERE!



### No powders, no doses to mix!

Now—let CHOOZ prove to you what amazingly fast, easy relief it brings from gas, heartburn, sour stomach due to excess stomach acidity. CHOOZ gives you medically approved ingredients in delicious CHEWING GUM FORM for extra effectiveness. Just chew it like your favorite gum. Try it once—and you, too, will want to keep a package handy always. Get CHOOZ at your druggist's now.



# CHOOZ

Chew it for quick relief of acid indigestion  
So Delicious—So Handy



## FORTUNA BITESIZE GIRDLES and PANTIES

Right in Figure  
Right in Length

This two-way stretch Fortuna garment, of elastic, cotton and rayon, comes cellophane-wrapped for your sanitary protection. Size chart on back tells your correct size. Pantie or girdle style; washable. Three Sizes: Small, Medium and Large. Three Lengths: Short, Average and Tall. \$1.00 to \$2.00.

Other styles up to \$5.00. At leading stores or write Dept. L16 for name of nearest dealer.  
WOLFE & LANG, Inc.  
35 WEST 32nd STREET • NEW YORK, N. Y.



# LIFE WITH MOTHER *by Garrett Price*



**MOTHER:** Ben, tells me of our breakfast table when we have waffles.

**DORIS:** Let's get one of those new Manning-Bowman Waffle Bakers that has Twins, and we'll keep the hungry mouths full of waffles.

AUTOMATIC CONTROL CAN BE SET  
FOR ANY DEGREE OF BAKING FROM  
LIGHT TO DARK

INDICATOR SHOWS WHEN  
BAKER IS HOT ENOUGH  
FOR BATTER

TWIN  
FOUR EIGHT WAFFLES  
AT ONE TIME



**DORIS:** You see, it makes a waffle on each side—that means it turns them out twice as fast. And you don't have to keep looking at them, because the automatic control bakes them just the way you want them every time.

**MOTHER:** As soon as you said "Manning-Bowman" you had me sold. If they make it, I know it's outstanding in style.

The Twin-O-Matic Waffle Baker is \$16.00, other waffle bakers, from \$5.95. Also ask your dealer to show you the Smokeless Table Broiler, \$9.95, and The Iron That Waits Its Tail, \$9.95. For booklets, write to Manning, Bowman & Co., Meriden, Conn.



DEEP GRIDS  
WAFFLES BAKE CLEAR THROUGH

SPOUT  
TO CATCH OVERFLOW

# Manning MEANS BEST Bowman

**TWIN-O-MATIC—The Waffle Baker That Has Twins**

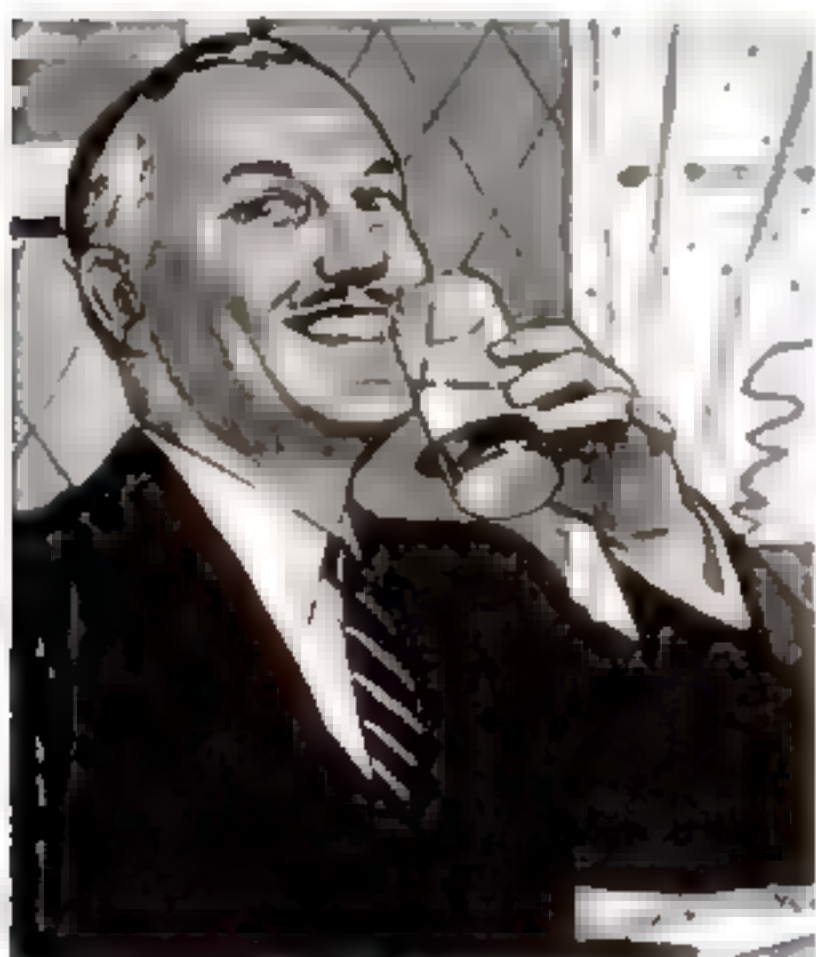


"Tired Pop" is a swell sport now!



**2.** Mom heard Mrs. Smith at the bridge club talking about a new way to reduce tiredness which her husband was keen on. It was *drinking* Knox Gelatine, the same gelatine she used for salads and desserts. 23 different occupational groups of men and women drank Knox in a test for 28 days.\* 2 out of 3 who *started*, and 9 out of 10 who *completed* the test, reported being definitely less tired after drinking Knox!

\*Groups included physicians, housewives, business men, models, and heavy workers like truck drivers and engineers.



**1.** What a fade-out Pop used to be when he'd come home from work! Mom couldn't drag him even to the movies. When folks came in, he'd sit and doze. As for playing golf, or dancing, he said his legs just couldn't take it any more. But now, see what happened to him!



**3.** Pop, like many, may have been tired because his meals didn't include enough proteins. Knox is all protein.

Drink 4 envelopes a day for the first 2 weeks, then 2 envelopes a day for following 2 weeks. Thereafter, take as needed. Stir contents of envelope into  $\frac{3}{4}$  glass of water or fruit juice. Drink immediately (Directions in every package.) Knox is tasteless. For details on the Knox Build-Up Plan, send this coupon.

**Buy Knox Gelatine**—the only gelatine used to fight fatigue in these hundreds of tests. Buy the familiar 4-envelope kitchen package or the money-saving 32-envelope package.

**FREE** complete details on the simple new way **Knox Gelatine** is helping to fight fatigue. Send this coupon today for your copy of **Knox Bulletin** on the way to build endurance. Also free to you... Mrs. Knox's 55 page **Recipe Book** of delicious desserts, salads, pies, candies. Clip, fill in your name and address, and mail to **Knox Gelatine Co., Johnsonville, N. Y., Dept. 71**

Name \_\_\_\_\_

### Address



**Knox Gelatine** ...A FOOD THAT FIGHTS FATIGUE

## LIFE'S PICTURES



Peter Starkpole, who took many of the pictures in the photographic essay on "The New Hollywood," first attracted LIFE's attention with studies of the Golden Gate Bridge. Since then he has photographed nearly everything else, but nothing with such consistent excellence as Hollywood stars. LIFE readers will recall his pictures of June Preisner taking a milk bath, Carmen Dell'Ombria doing a jungle dance, Jean Bennett at home, Carol Landis playing "Ping Pong," and musical stars in celebratory capering at Terry Hunt's Health Club.

Besides Mr. Stackpole's photographic talent and eye for feminine beauty, there may be another reason for his success as L.H.F.'s Hollywood staff photographer. That is his blond curls, for which enchants the movie women he has been sent to photograph.

Above he appears in one of his more domestic moments. He is adept, not only at washing dishes but also at surf boarding, as his pictures in LIFE, Aug. 28, testify. And when it comes to long-distance bicycle riding, Mr. Sticklebush is not an oddball member of the 1111's. Eastern officers discover to their horror, as indelible and merciless

The following list page by page shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right top to bottom) and line by line (lines separated by dashes, words between separated).

[illegible]

ABBREVIATIONS NOT BOTTOM C. 4 1/2 IN. IT  
EXC EXCEPT BY RIGHT T TOP A. P. 4  
CLAYED PRES. B W BLACK STAR H. 4  
HARRIS & EWING INT INTERNATIONAL T 4  
LINERWOOD & UNDERWOOD, W. W. 4 1/2  
WORLD

## DANDRUFF?

**Itchy scalp? Remove those ugly flakes, alleviate itching and make your hair glossy, easy-to-manage, "alive" looking - your scalp feel fit and comfortable the way they do in Hollywood. Use L. B. Hair Oil daily. At all Barber and Beauty Shops, Drug, Department and Chain Stores. 30c - 25c - 50c and \$1.00. If they can't supply, write to L. B. HAIR OIL - Hollywood**



AS COZY AS  
MOTHER'S ARMS

**Put Baby in a warm, snuggly Merrich'd Sleeper . . . and soon . . . plop goes the little head!**

As the makers of famous Hanes Underwear for men and boys, Hanes can knit these quality sleepers for modest prices. Soft seams won't scratch. Flexible rubber buttons. Feet are double-soled. Zipper, button and buttonless fronts. One-piece and two-piece suits . . . some with elastic seats for no training. See them at your leading store.

**P. H. Hanes Knitting Company, Winston-Salem, North Carolina.**

*89¢ to 1.19*

**HANES** *Merrichild*  
SLEEPERS

FASHIONED BY THE MAKERS OF FAMOUS  
HAINES UNDERWEAR FOR MEN AND BOYS



Feel the felt... and you'll immediately recognize that the Champ Hat gives you the luxury of an expensive hat at only \$2.95. The Champ Hat is made in America... known to millions.

... known to millions.

THE **champ** HAT

 \$2.95

Send for new tree Champ book of Great American Fighters: La Salle Ho Co Philadelphia Pa Mfr of the Champ Hat of good stores everywhere



"WHAT MAKES  
AUTOMATIC HEATING  
AUTOMATIC?"



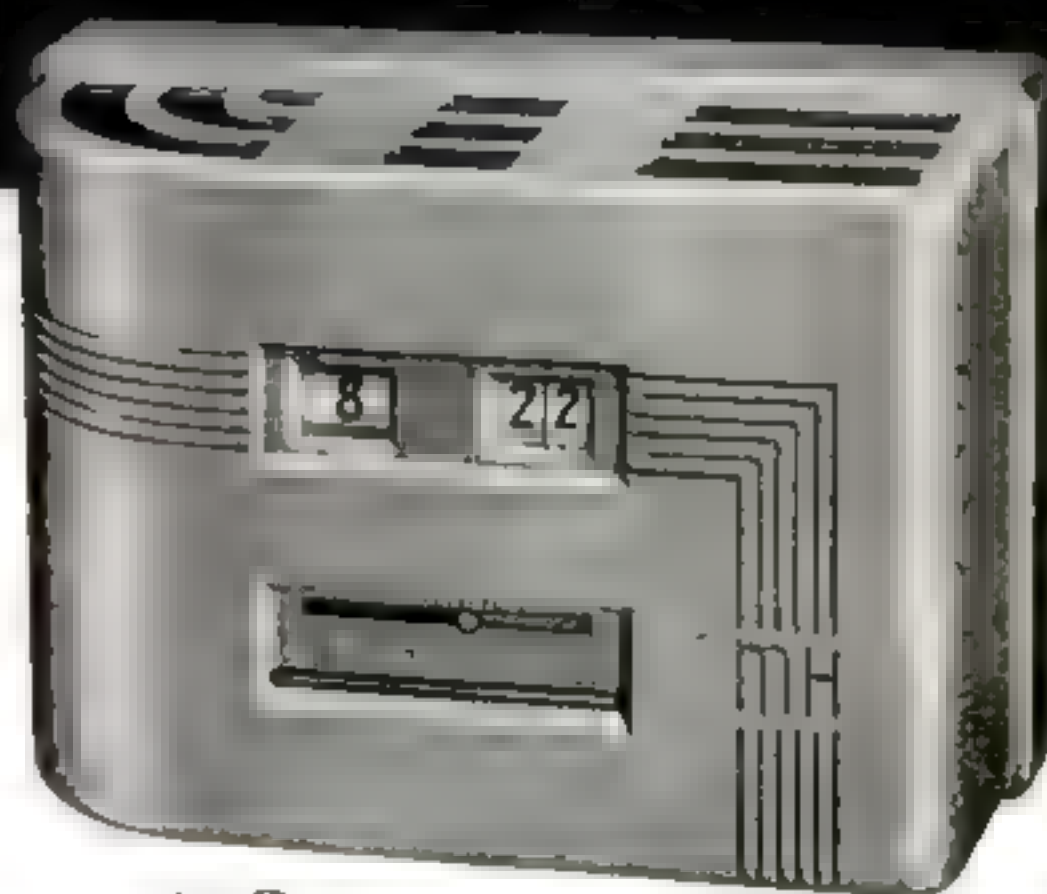
**"THE CHRONOTHERM AND OTHER CONTROLS  
WHICH GOVERN THE OPERATION OF THE BURNER!"**

**M**ODERN COMFORT and convenience demand automatic heating . . . but even automatic heating may be a disappointment unless it is adequately and dependably controlled. That's why it is important that you insist upon Minneapolis-Honeywell controls, including the Chronotherm. With most automatic burners or stokers, you pay no premium for M-H controls . . . yet in them are incorporated exclusive improvements that enhance the comfort, convenience, and economy of automatic heating. Minneapolis-Honeywell Controls are made by the oldest, the largest and the best equipped control manufacturer in the world. Your heating dealer can supply them.

**SENSATIONALLY LOW PRICE**

Priced to meet popular demand, the new Chronotherm costs only \$18.00 more than a manual thermostat when installed with a new burner . . . and is available for modernizing present installations at

only \$29.00. Of course there is a small installation charge in either case. Ask your heating dealer to show you the Chronotherm and explain its comfort, convenience and fuel saving advantages.



**ONLY \$18 MORE THAN A MANUAL THERMOSTAT**

The Chronotherm is the new M-H numeral clock thermostat. It automatically lowers room temperature at night and reduces fuel cost from 10 to 30%. It restores day comfort in the morning before you rise, and maintains temperature just where you want it . . . always.

*Free*

**"A HEATED QUESTION ANSWERED"**

an interesting 20 page booklet about fuel saving with Chronotherm. Send for your free copy today. Minneapolis-Honeywell Regulator Company, 2919 Fourth Avenue South, Minneapolis, Minn. Canadian Plant: Toronto, Ontario. European Plant: London, England. Company owned branches in 49 other cities.

**THE *New* MINNEAPOLIS-HONEYWELL  
CHRONOTHERM**





"I don't know just when my hearing began to fail," writes Mr. Carl A. Byrne, retired steam-fitter, Tacoma, Wash. "... not until I completely failed to hear my faithful old watch would I admit my hearing wasn't as good as ever. But a hearing aid never entered my mind ... I thought I was getting by ... never occurred to me I was fooling myself."

## THE MAN WHO NEVER SAYS "GOOD-BYE"

**L**AST year, more than half of the hearing aids bought in America were Sonotones. And one of the biggest reasons for that overwhelming choice was a man who never says "good-bye"!

Ten years ago, when you bought a hearing aid, the chances were that you'd never hear from the salesman again ... at any rate, not 'til he thought it was time to sell you another instrument.

But to-day, when a Sonotone Consultant comes into a hard of hearing person's life, he comes in with a new idea of service to the Sonotone wearer, a persistency and permanency of service that is as revolutionary (and welcome!) in the hearing aid industry as Hugo Lieber's bone conduction oscillator was.

For the Sonotone Consultant, it must be remembered, is a technical specialist and not just a salesman. He sells, of course ... but he sells hearing and not just a hearing aid.

And when he sits a hard of hearing man down before the Audiometer in his office, measures his hearing, analyzes his hearing deficiencies, and then from the more than 1000 possible Sonotone adjustments, fits him with just the audicle he needs ... why, in his eyes, that's just the beginning. For his is a job of never-ending service. He never says "good-bye". And just as Mr. Byrne writes in this fascinating letter (one of thousands in Sonotone's files) he'll be back to make sure that every Sonotone wearer gets the most hearing that science can possibly give him.

In hundreds of communities, the Sonotone Consultant, thanks to his rigorous training and cumulative experience in handling not only technical but psychological and adjustment problems associated with deafness, has achieved a well-deserved professional standing. And there are many people who will insist that in developing this nation-wide staff of Consultants, Sonotone has made as revolutionary a contribution to better hearing as any that ever emerged from the great Sonotone research laboratories.



"As time went on my hearing became worse. Friends passed me by on the street. Knowing I was very hard of hearing they simply smiled and nodded but never spoke, but I still believed that I was getting by."



"... my family protested I turned our radio on too high, disturbing the whole neighborhood. These protests tired me. Of course I turned the radio loud enough to hear it ... but I thought the protests were exaggerated."



"... this went on for 2 years. One day, F. A. Brueckner, from my Local Union, said, 'Carl, the local has decided to get you an ear phone.' I said, 'They won't help me. He said, 'you'll never know 'til you try.'"



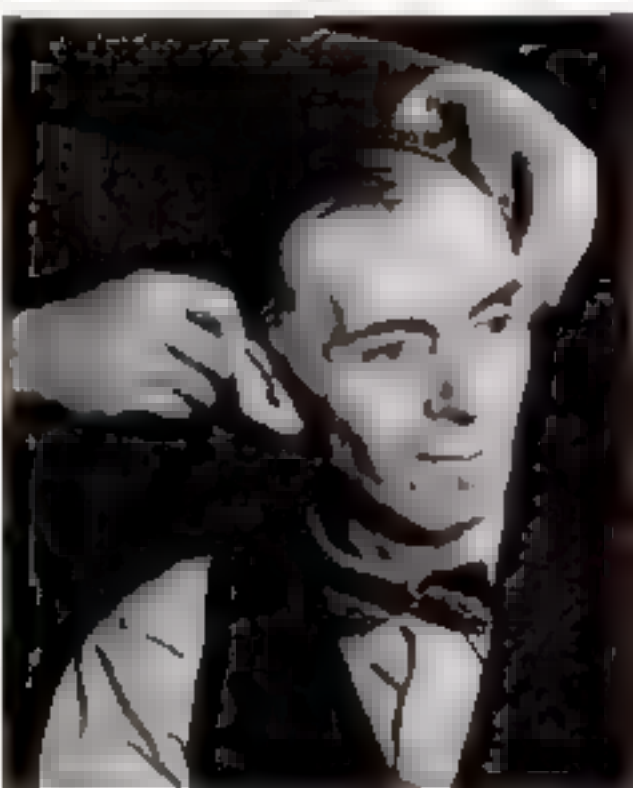
"... in the Sonotone office Miss Pearl Bailey showed us a Sonotone ... and she was wearing one (so I couldn't see it). I took my name and address to have the Sonotone Consultant call at my home."



"That same evening, the Sonotone Consultant called. From one grip he took the Audiometer. From another, a Sonotone audicle. As he connected it, he explained the 'why' and the 'wherefore' of it."



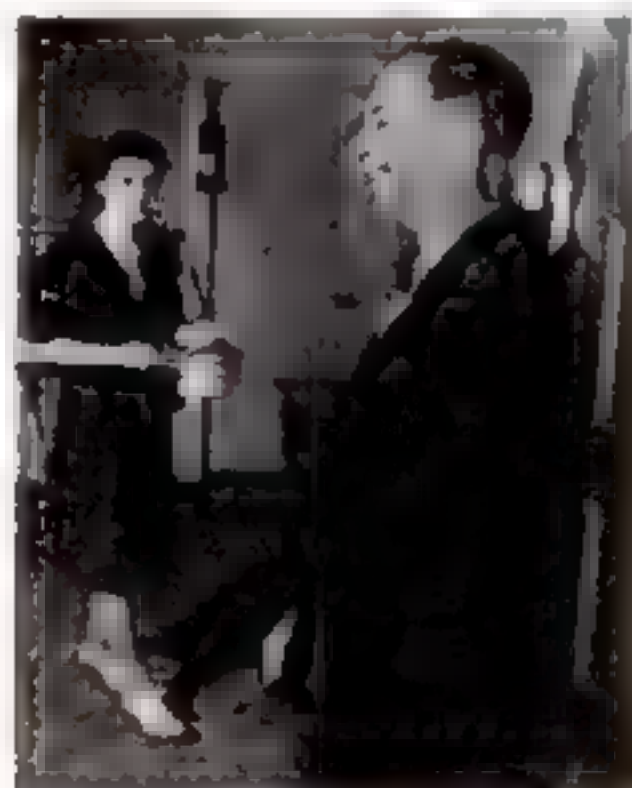
"... but oh, the surprise Sonotone had for me! As he adjusted the Sonotone the world opened up ... I could hear the radio, voices, automobiles. For the first time I realized how hard of hearing I actually was."



"... Mr. Huff did not accept this first fitting, as good as it was, as final. He wanted the best Sonotone adjustment for me ... and when he shut off that Sonotone it was like shutting off the world."



"... the Consultant came again that evening with Fred Brueckner. This time the demonstration was even more complete. I felt satisfied Sonotone was the best for my needs. It was delivered for me that evening."



"I put my Sonotone on next morning ... hearing a hammering noise in the kitchen, I went in ... and burst into laughter. The 'tapping' was my daughter Mary walking ... the first time I ever heard her footsteps."



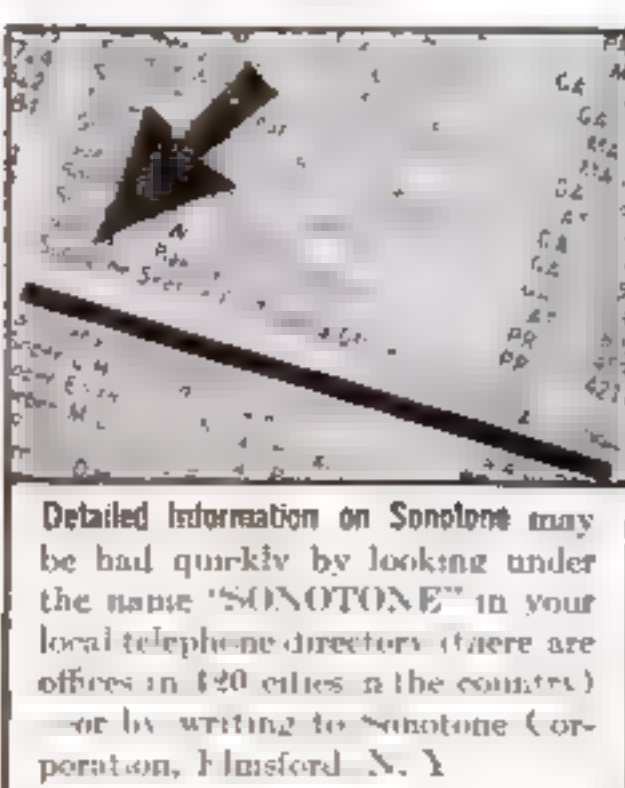
"... out in the yard I distinctly heard the whistles of steamships on the bay ... a mile away from where I live. And as I sat on the porch, I got to thinking of my introduction to this blessed Sonotone."



"... as I look back to the time before I got Sonotone, I realize I wasn't getting by at all. I merely existed. But Sonotone has brought me back into the living, hearing world. Friends no longer pass me by."



"As I sit here, pecking away at my old typewriter, it may sound superfluous to you who read this when I say that the interest of Mr. R. A. Huff, your Tacoma Consultant, does not cease with the sale of a Sonotone. Although Mr. Huff is a very busy man, he has called to see me many times. He is as much interested in my progress today as he was the first time a Sonotone was demonstrated to me."



Detailed information on Sonotone may be had quickly by looking under the name "SONOTONE" in your local telephone directory (there are offices in 120 cities in the country) — or by writing to Sonotone Corporation, Elmsford, N. Y.



At Elmsford, N. Y., Sonotone carries on the most extensive scientific research that has ever been done on hearing aids. One of the brilliant triumphs of these great laboratories is the new vacuum tube instrument in which Sonotone pioneered the application of the principle of radio to making hearing easier.



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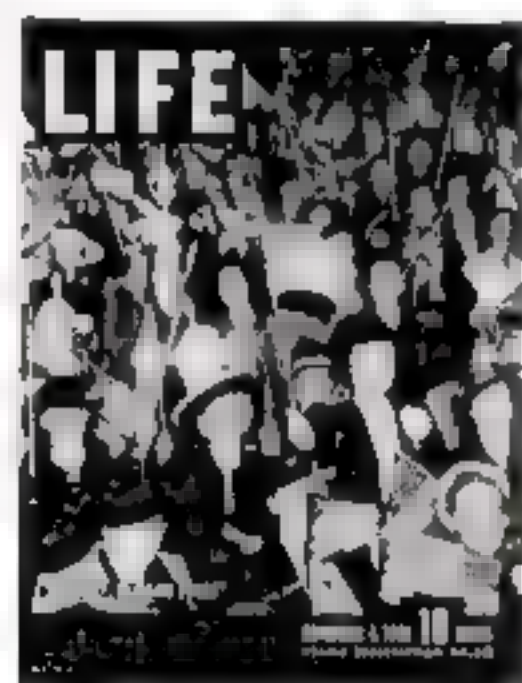
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**LIFE'S COVER.** The citizens on the cover, waving flags at a political rally in San Diego, are only a coverful of the 50,000,000 Americans who are expected to vote on Nov. 5 in the greatest election day turnout in the history of democracy. This follows a record registration that brought eligible voters up to more than 60,376,979. Average vote in Presidential elections is 80-85% of the registration, but this crucial election may well draw out a higher percentage.

For a special State-by-State box score which can be used by readers as they listen to the election returns, see pages 72-73.

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It Seems the Whole Nation's Saying  
**"FIRST** because it's **FINEST!"**



**Buyers in State after State are showing marked preference for Chevrolet because they know it gives the finest combination of values—quality and price included—of any new car for '41**

Again, the public is choosing its own car leader, from among all the new automobiles for 1941. . . . And again, according to the best indications available from all parts of the country, the public is choosing—*Chevrolet*.

We'd like to have your own confirmation of this great nationwide "verdict of values" after you make the *eye it—try it—buy it* test of Chevrolet for '41.

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*Eye It...  
Try It...  
Buy It!*

*Again* **CHEVROLET'S** the **LEADER**





PRO-WILLKIE VIRGINIANS OBSERVE "NO-THIRD-TERM DAY" OCT. 23 BY DEMONSTRATING IN HISTORIC BULL RUN THAT IT IS POSSIBLE TO CHANGE HORSES IN MIDSTREAM

## AMERICANS HIT NEW HIGH IN POLITICAL PEP AS PRESIDENTIAL RACE NEARS FINISH

Eleven days before the election, the New York *News* produced a statistical marvel. Of 25,587 straw votes tabulated to date in its Presidential poll of crucial New York State, 12,796 were for Franklin D. Roosevelt and 12,791 were for Wendell Willkie. Thus, for that day, Candidate Roosevelt emerged the leader by 50 (0098% of the total vote to 49.9902% for Candidate Willkie.

Throughout the land last week there spread a conviction that the Presidential campaign of 1940, now thundering down the home stretch, had become a real horse race. The result might swing on the margin of a few hundred thousand votes scattered in strategic States. "Beyond question," reported Columnist Raymond Clapper, after a tour through half a dozen Midwest States, "this is the hardest-fought campaign since 1916 and the first since then in

which the outcome has not been clearly accepted by those on the losing side who knew the situation."

As a result, the U. S. bubbled and boiled last week with its hottest political activity in 24 years. Behind the barrage of professional speakers and organizers, tens of thousands of amateurs charged into the field with the enthusiasm born of belief that this time, when every vote counted, they could really do some good. No stunt that might dramatize an issue or win a wavering vote was too outlandish to be tried—not even a physical demonstration in historic Bull Run that horses can successfully be changed in midstream (*ahue*).

Political strategists sprouted in every parlor, burgeoning with schemes to snare the Negro vote, the Polish vote, the Labor vote, the cat-owner vote. Some, in the apparent conviction that they alone

held the magic words that would open the gate of victory, bought full-page advertisements in the newspapers to add to the surfeit of political argument already hurdening the press. Others took to the radio or soapbox, knocked doors, put on funny costumes, plastered the landscape with signs, tossed balloons, passed buttons and pamphlets.

To the vigilant patriot all this excitement and activity was a cheering sign, for it meant that the people were thinking hard about this crucial election. Beneath all the ferment, which LIFE reviews in the following pages, lay a troubled certainty—also unfelt since 1916—that Americans are approaching a fateful decision. What the result of either choice would be, no man could say. But few of the 50,000,000 voters could doubt that their lives and their children's would be shaped at the polls on Nov. 5.





**The Willkie gospel** is here being spread on Oct. 24 by Gregg Neville, a New York investment manager of no political connections or pre-1940 activity. Filled with crusading zeal, he per-

suaded the New York housekeeper to arrange a gathering in the apartment of her friends, well armed with homemade charts of the national income for evening of lively political discussion.



**Funeral of the Third Term** is solemnized by factory workers at De Kalb, Ill. They called the event "Project 11-5-1940." Thousands of mourners followed the coffin to the burial ground.



**Cracker-barrel debate** is staged by Willkie volunteers in Berkeley, Calif. Debaters, "Ellephant" and "Don Key," are towed through streets on a trailer. Ellephant invariably wins the argument.



# REPUBLICANS HURL ALL RESOURCES INTO LAST BIG PUSH FOR VICTORY

**B**ecause they are the challengers, Republicans have incontestably outshone Democrats in the scope and variety of their campaign performance. Because their candidate is an unconventional one and the issues closely drawn, their 1940 efforts have been distinguished by more energy, color and cogency than any other G. O. P. drive in the memory of this generation. Last week, as the campaign went into its final hours, Wendell Willkie's supreme endeavor was backed by all the oratorical, journalistic and theatrical resources of a thousand supporting organizations from coast to coast.

Perhaps it was because of the Hatch Act which limits expenditures of national political organizations. Perhaps it was because Willkie had appealed to a more comprehensive cross-section of the U. S. electorate than any former G. O. P. candidate. But political veterans agreed they had never known such a multitude of clubs, committees and leagues as were busy last week. Rivaling New Deal agencies in alphabetical confusion, they included: Women Workers for Willkie, Democrats for Willkie, Independents for Willkie, Willkiettes, Women Volunteers for Willkie, Committee of Unemployed Friends for Willkie, American-Chinese for Willkie Club, Willkie Wings for America, Businessmen's Committee for Honest Elections, Harvard Willkie Club, Citizen's Election Committee, and Non-Partisan Women-Drawn-Together-by-Fear-of-Dangers-of-a-Third-Term.

Together these organizations and hundreds of others filled the air with Republican rhetoric, plastered the nation with billboards (see p. 36), covered coat lapels with a blinding galaxy of buttons, Willkie fliers specked the skies, Willkie bongo parties, garden parties and motorcades enlivened thousands of cities and towns. Puppet shows dramatized the evils of the New Deal. While big city crowds cheered Willkie's personal appearances, his running mate Charles L. McNary wandered through rural districts, appealing to his friends, the farmers, and shunning Chambers of Commerce which, he confessed, made him uncomfortable. To their voices were added those of innumerable Republicans, Independents and Democrats-for-Willkie. As election day approached, there were few who would not say that the Republican case had been carried—and carried vigorously—to the utmost corners of the land.

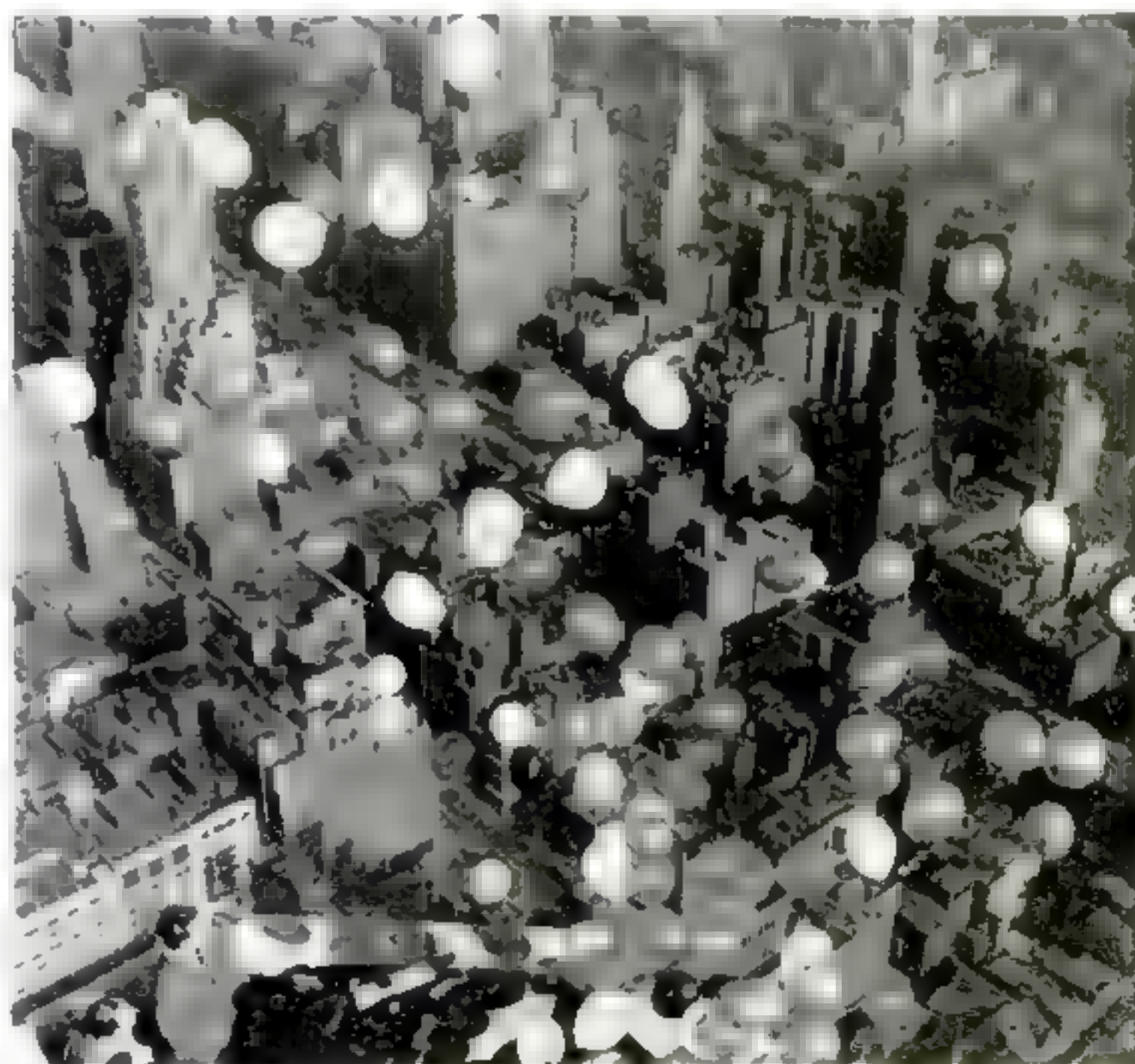


**A Democrat for Willkie,** Lewis W. Douglas, ablest of all Budget Directors, tells a White Plains (N. Y.)

audience: "To elect any man to the Presidency for three terms is deliberately to threaten democracy."



**Willkie elephants** parade down Cleveland's Euclid Avenue. On their blankets are inscribed anti-Third Term utterances by Newton D. Baker, Jefferson, Archbishop Schrembs of Ohio.



**Balloons** bearing No-Third-Term messages are released from Empire State Building by Willkie volunteers who boasted they contained more hot air than Democrats had produced to date.



(continued)



**Acrobats for Roosevelt** tear Indiana under management of Fred Bays, Democratic State chairman and former owner of Bays Brothers Three-Ring Circus. At every stop audiences get a lot

of close of Democratic politics sweetened with vaudeville. Expense of show is nominal since all performers, including singers, dancers, skaters, a contortionist, a boy soprano, are Democrats.



**Roosevelt \$100 Club** dines in Philadelphia on the evening of Oct. 24. Attendance, 1,125; gross, \$112,700. Above: Ambassador A. J. D. Biddle, Mrs. Paul McNutt, Ambassador W. C. Bullitt.



**Democrats split** in Wisconsin when Henry Wallace (center) backed LaFollette, Progressive, for Senator. Hurl. Francis McDevern, Democrat, candidate for Governor, with paper left page.



# WORRIED DEMOCRATS START TARDY SPRINT DOWN THE HOME STRETCH

Until last week the Democratic show had about as much pep as an old stock company vehicle with one star performer who disliked his role. In most States managers felt confident that on election day, Star Roosevelt would pack them in as usual. But Mr. Roosevelt was faced with a dilemma: if he went on the road, people would charge him with neglecting his duties as chief executive in time of crisis; and if he stayed in Washington, his opponent would tear him to pieces. So Star Roosevelt worked out a kind of morality play, involving defense inspection tours and non-political speeches. He gave most of the political lines to his understudy, Henry A. Wallace.

Then something happened. Public opinion polls showed a sudden startling shift to Wendell Willkie. Five Midwestern States slid out from under Democratic feet. Roosevelt's popular majority went into a decline. It was obviously the time to get going. From all parts of the Midwest and Far West, anxious leaders appealed to national headquarters for action. "Send us speakers and speakers," pleaded Lynn Broderick, Kansas campaign manager. "We can use six or eight full time. What's the matter with you guys up there? You're not hooked yet, are you?"

Thus challenged, the sluggish Democratic giant began to stir. From New York it was announced that 30,000 Roosevelt Minute Men were available for radio programs, forums and meetings. An additional 1,000, calling themselves the Roosevelt Hundred-Hour Men, volunteered to spend 100 of the campaign's last 192 hours urging voters to the polls. Marshall Field and Herbert Bayard Swope announced the formation of the Business Men's League for Roosevelt. A Committee of Regular Republicans for the Re-election of Franklin D. Roosevelt took full-page newspaper space, proclaiming: "Sorry, Mr. Willkie . . . This is where we get off the fence!" Henry Wallace and Governor Lehman hammered away at the thesis that Willkie is Hitler's choice for the Presidency. Mayor LaGuardia went into action. (right).

The climax came the evening of Oct. 23. Stung by Republican "falsifications," President Roosevelt went to Philadelphia and delivered the first of five avowedly political addresses. In fine oratorical form, he told a cheering throng of 16,000: "I will not pretend that I find this an unpleasant duty. I am an old campaigner and I love a good fight."



Renegade Republican Mayor LaGuardia of New York wows a Boston audience. Cried he: "If Willkie

is a businessman, I am Mercury." LaGuardia is the ablest non-Democratic orator Democrats possess



Wall Street hecklers go to work on Mrs. Charles Poletti, wife of New York's Lieutenant-Governor, as she stumps for F. D. R. She was drowned out with yells of "Mrs. Poletti for President."



Torchlight parade welcomes Henry Wallace into Mason City, Iowa. Here Archie Graham, 7, rides a mule while his father drives. Wallace spoke to 3,500 local Iowans in Mason City Armory



# LIFE ON THE NEWSFRONTS OF THE WORLD

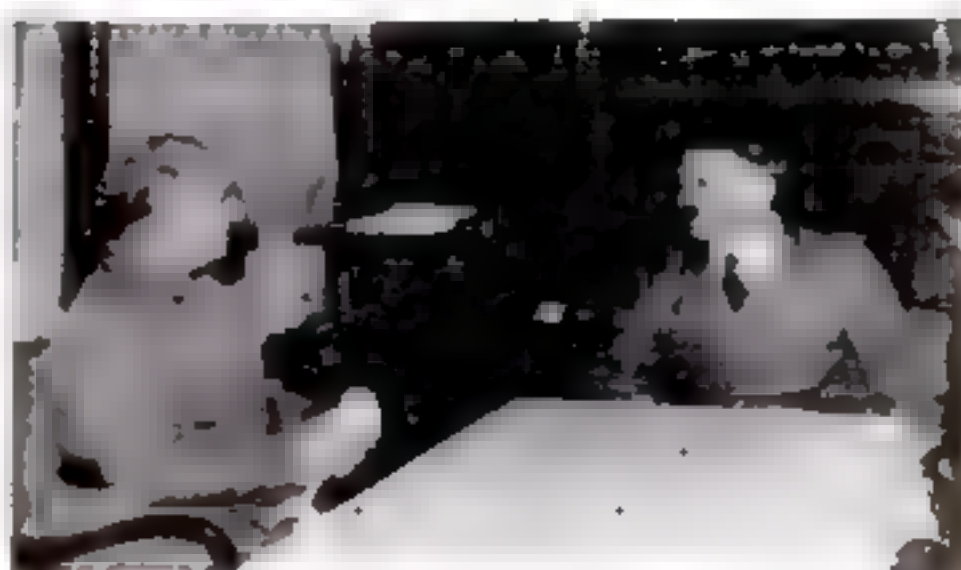
## Hitler tries to talk France and Spain into a "United Europe" before U. S. elections

The British Intelligence Service found out something last week before it happened. On the basis of this information Prime Minister Churchill made a moving radio plea to all Frenchmen everywhere to hold freedom in their hearts: "Think of it always. Speak of it never." The next day Adolf Hitler, as the British agents had predicted, met France's Vice Premier Laval in Occupied France with offers of peace at a price. Twenty-four hours later his special train took him on to the Spanish border where, with an imposing entourage of generals and officials, he met Spain's Dictator Generalissimo Franco. Next day he was back in Occupied France, courteously receiving now both Laval and his nominal boss, Premier Marshal Pétain.

Exactly what Hitler had said at these three drum-fire meetings was not announced. But the official Nazi Foreign Office paper gave a clue in speaking of "the community which today is Europe . . . against which the enemy is waging war only from the outside." It called mutilated France and exhausted Spain "the two great nations of Western Europe." The press of both nations spoke of the flattering politeness with which Hitler had received their chiefs.

Hitler was trying, less than two weeks before the crucial American elections, to present the U. S. and Britain with the accomplished fact of a "united Europe" like Napoleon's in 1805, that does not want to be saved from the Nazis by the U. S. or Britain. For this favor to Europe, Hitler naturally asked some favors in return. Spain would be expected to co-operate actively with the German Army divisions in civilian clothes now trickling through Spain to Gibraltar. The capture of Gibraltar would break Britain's grip on the Western Mediterranean. More important for the U. S., it would open the road down the west coast of Africa to the Germans, who would like to have Dakar, the nearest possible jumping-off place for a plane trip to the Western Hemisphere. It would also end the British blockade of North Africa's huge grain reserve, enough to feed most of Europe this winter. France would then be allowed some of its own Algerian grain, in return for which it would give Germany "co-operation" in its North African and Syrian properties for an attack on the Suez Canal or the Iraq oil fields. France might even throw in the remnants of its Fleet to beat the British. There was many a sorehead among the French leaders who still resented Britain's attack on the French Fleet more than Germany's conquest of France.

Hitler's basic idea was that the multilingual peoples of the continent of Europe should unite against the English-speaking world. In cold and misty weather Pétain and Franco went home to think it over. The Spanish press began to assert that many Spaniards show the Teutonic features of their "Visigoth origins." But the Paris radio, putting on a comic opera, screamed the last lines of the finale which go: "After the day of storm comes the summer



HITLER MEETS FRANCO

sun. It is love that will give us back our liberty." Next day it was suppressed.

**Blitzkrieg Manners.** As London's chimney pots put up their own smoke screen, Nazi bombers went on to bomb the sprawling industrial Midlands. British bombers under able and ruthless Air Chief of Staff Portal were giving Germany back some of its own. The Berlin press promptly screamed: "For this organized terrorism . . . we will exact a thousandfold revenge." This did not deceive even the dazed German public, to whom the Government has long been boasting of its all-out masterpieces of terrorism over London.

The R. A. F. was personally irritated by the story of one Ober-Leutnant Baron von Werra, 26, who claimed to have shot down five British fighters singlehanded, chased four others to their landing field, which he boldly machine-gunned, thus getting from his credulous superior the Iron Cross, First Class. This was pure fantasy for which the British awarded him the nickname of Baron Munchausen. To their delight they shot him down last week. He escaped once and was caught again.

Another German flier, while his wounds were being dressed, obscenely cursed his doctors and nurses. After he had been given a blood transfusion and popped into bed, his nurse clucked: "Now, my lad, you have two pints of good Jewish blood in you. We hope it will improve your manners."



EMMONS

Army Air Corps would be subdivided into four districts—northeast, southeast, northwest, southwest—a method modeled after the efficient German *Luftkommandos* or air districts. To command these districts, four Air Corps officers were boosted to the rank of major general and the head of the Air Force G. H. Q., forthright Major General Delos C. Emmons, was made a lieutenant general, first Air Corps man to receive this high rank. The new lieutenant general thus is equal in rank to commander generals of the four field armies.

In Detroit, meanwhile, Defense Commissioner Knudsen told auto makers that they would soon be asked to manufacture wing and fuselage parts for airplanes. This means: 1) that some of the strain of

making complete airplanes will be taken off over-worked aircraft manufacturers; 2) that production will be speeded up; 3) that vital production will be decentralized. It also means that the long-awaited standardization of models, so necessary for mass production, is imminent.

**British on Willkie.** After months of presenting Wendell Willkie to their readers as a wild mustang from the woolly West, the London press significantly began painting Willkie in more flattering colors to prepare Britain for a possible Roosevelt defeat.

**Down the Danube.** The "glorious new day" in Europe swept down the Balkans and inspired the Bucharest *Tageblatt* to trumpet: "Rumania is the second European state to join the Axis and thus after Germany is the second most important Danubian state, the leader of Southeast Europe." Flushed with Axis fervor, the Rumanian Government induced Spain to place Ex-King Carol and his loyal mistress, Magda Lupescu, under arrest in Seville. Fearful that Spain will send them back to Bucharest to face trial, Carol was said to be appealing for President Roosevelt's help.



CAROL & MAGDA

One dark cloud was the resentment of Soviet Russia at being excluded from the Danubian Conference called by Germany for this week at Vienna. Given a belated invitation, it proposed to dredge the mouth of the Danube taken from Rumania, to turn it into a first-class port. Germany now dominates the other mouths of the Danube. Such concern over the Danube suggests how seriously Russia would object to German occupation of a far more important waterway, the Dardanelles, now belonging to Turkey. One guess was that Germany might "buy" the Dardanelles by "giving" Russia eastern Turkey, Iran and Afghanistan. A better guess was that Germany would leave the Dardanelles alone, strike at Africa from Sicily or possibly the Greek islands. What the cornered Yugoslavs think of things was suggested by the fact that Queen Mother Marie and her two young heirs to the throne are in England.

### PICTURE OF THE WEEK

Of the campaign issues, the one which best lends itself to dramatization is the Third Term. In Philadelphia, the Willkie Clubs began a No-Third-Term-Day demonstration by tolling a bell 164 times, once for each year of America's political liberty. Wiggled and pantalooned, "George Washington," "Thomas Jefferson" and "Andrew Jackson" filed onto the platform and recited their historic rejections of a Third Term as President. Then, with a nasal "My fr-i-e-n-d s!" City Councilman L. Wallace Egan, the master of ceremonies, stepped to the microphone (see opposite page) and introduced "the only indispensable man in this country." Out stalked Uncle Sam to help Mr. Egan lead the crowd in a Roman gesture of Third Term rejection.



HITLER MEETS LAVAL









More than 260 speeches since Sept. 14 were under the Willkie belt when on Oct. 23 (above) he told the Herald Tribune Forum in New York that "Once we have submitted to the domination of our economic life by an all-powerful central government, individual liberty is gone."



25,000 people jammed Chicago Stadium Oct. 22 to hear Willkie recite record of broken Roosevelt promises and charge that if the President's peace promise is no better than these "our boys are already almost on the transports." Below, Indiana gives him a new kind of platform.



# THE CHOICE

## WILLKIE

These are the great issues of the Presidential campaign as they have emerged from the arguments of the candidates and their supporters. Digested from hundreds of campaign speeches and articles, they are listed below

In the form of "I believe" affirmations. Probably few voters, when they go to the polls next Tuesday, will be prepared to make all of the affirmations in either list. Each must decide which one or ones weigh most heavily

I believe, with Mr. Willkie, that human life has a purpose, that that purpose is the progress of mankind through the mental and spiritual growth of individual men, that individual men can grow only through the privileges and responsibilities of freedom, and hence that the first duty and dedication of Americans now and forever is to preserve their freedom.

I believe, with Mr. Willkie, that individual freedom and economic freedom are inseparable, that Americans can remain free only if they preserve their traditional system of free economic enterprise.

I believe, with Mr. Willkie, that that system can be preserved only if it is made increasingly more efficient and productive.

I believe, with Mr. Willkie, that it can be made so.

I believe that Mr. Willkie, as a businessman who understands that system from first-hand experience, who believes in it wholeheartedly and wholeheartedly wants it to succeed, is better fitted to lead the nation in making it efficient and productive than is Mr. Roosevelt.

I believe that, whatever the intentions of the New Dealers, the trend of the New Deal is toward complete government control of the nation's economic life.

I believe that the Third Term bid, coming on top of the vast increase in Federal debt and the establishment of millions of citizens' direct dependence on the Federal Government, is the culmination of the New Deal trend toward state socialism. I believe that it may result in the consolidation of national one-man, one-party supremacy through the exact process of the corrupt city machine which are supporting it: the exchange of votes for government jobs, benefits and favors dispensed directly to individual voters. I believe that if successful it may destroy the American system of two-party government.

I believe that Mr. Willkie will defend America with deeds rather than words.

I believe that the main problem of American defense is speedy, abundant production of arms and that Mr. Willkie can stimulate and organize that production more efficiently than Mr. Roosevelt.

I believe that Mr. Roosevelt, because of his impulsiveness, is more likely to lead America into war before it is ready and willing to go than is Mr. Willkie.

I believe that the basic New Deal social and business reforms should be preserved, and that Mr. Willkie means to preserve them, can preserve them and will preserve them.

I believe that Mr. Willkie can and will work harder and more effectively than Mr. Roosevelt to achieve national unity by bringing all classes and occupations together in the conviction that the good of one is the good of all.

I believe that Mr. Willkie has the great qualities of courage and sincerity.



# BEFORE US

## ROOSEVELT

In his own mind and heart and conscience.

LIFE hopes that these check-lists will aid its reader-voters in their decisions. It also hopes that on Nov. 5 those whose candidate has lost may take some comfort and reassurance

in pondering the affirmations of the winning side and reflecting that, however benighted they may still seem, the fact that they are held by a majority of Americans may mean that there is something in them after all.

I believe that Mr. Roosevelt is regarded as a symbol and champion of democracy throughout the world and that his defeat would severely discourage the democratic peoples of the world and encourage the fascists.

I believe that for the critical months and years ahead America should not put at the head of the U. S. Government a man totally inexperienced in government. I believe that the need for Mr. Roosevelt's experience in the present crisis outweighs objections to the Third Term.

I believe that the need for continuity as well as experience in office requires Mr. Roosevelt's re-election. I believe that a change of Presidents would inevitably unsettle the Government at least between Nov. 5 and Jan. 20 and probably for some time thereafter, and that Hitler or Japan might choose to strike during that unsettled period.

I believe that war may be inescapable in the near future and that Mr. Roosevelt, because of his experience and capacity for inspiring leadership would be a more effective wartime leader than Mr. Willkie.

I believe that Mr. Roosevelt has the confidence and support of the laboring masses of the American people as Mr. Willkie has not. I believe that such confidence and support would be essential to a wartime President.

I believe that the world is now in a period of historic transition and that Mr. Roosevelt, because of his proven flexibility and, as Dorothy Thompson observed, his "understanding of conflicting social forces," is better equipped than Mr. Willkie to bring America through this time of transition without loss of essential values.

I believe that Mr. Roosevelt, as a great humanitarian with a gift for constructive achievement, has been the greatest reform President in American history. I believe that he is an instinctive democrat who has neither the temperament nor the wish to become a dictator.

I believe that Mr. Roosevelt would never compromise with the dictators abroad and that Mr. Willkie might.

I believe that the majority of America's leading businessmen and financiers are unsympathetic with the needs of the masses of the people. I believe that Mr. Roosevelt is the people's defender against them. I believe that, under their pressure, Mr. Willkie might be unable to preserve the reforms which Mr. Roosevelt has achieved.



Taking the stump at last only 13 days before the elections, Candidate Roosevelt combined some defense inspection with campaigning even though trip was paid for by the Democratic Committee. Above: he tells shipyard workers at Camden, N. J. to "keep up the speed."



16,000 people, with thousands more outside, jammed Philadelphia's Convention Hall to hear Roosevelt charge his opponent with falsification, defend his domestic record, and promise to keep the nation at peace. Below: he makes first rear-platform talk, at Wilmington, Del.







DETROIT AUTO WORKERS LOVE ROOSEVELT FOR MORE THAN WPA MURALS IN UNION HALL





HIS FACE HEAVY WITH STRAIN, JOHN L. LEWIS GIVES HIS DRAMATIC SPEECH OVER 367 STATIONS TO 38,000,000 AMERICANS. DEMOCRATS-FOR-WILKIE PAID RADIO BILL

## LABOR'S LEWIS CONDEMNS ROOSEVELT, ENDORSES WILLKIE AS "GALLANT AMERICAN"

For weeks members of the United Automobile Workers sat around *opposite page* and talked about reports that John L. Lewis, head of C.I.O., was going to endorse Wendell Willkie. Like millions of other pro-Roosevelt members of C.I.O., they worried that the reports might prove true. On Oct. 25, John Lewis came out and told them. He was for Willkie.

His radio speech was the most dramatic and eagerly awaited and, perhaps, the most important of the campaign. Before he spoke, leaders of the C.I.O. begged him—however he attacked Roosevelt, not to endorse Willkie. Not until he talked over the radio did people know what he was going to say.

As he spoke, his deep organ like a war siren, and dramatic. His rich rhetoric, which for years moved and persuaded his loyal followers, betrayed his emotion, his personal hopes and bitterness. First he attacked Roosevelt. "The present concentration of power in the office of the President has never before been equaled. The suggestion of a Third Term is less

than wholesome or healthy. Personal craving for power, the overbearing abnormal and selfish craving for increased power, is a thing to alarm and dismay. His motivation and objective is war. Are we to yield to a man who plays with the lives of human beings for a pastime? After years of power, the Democratic Party finds itself without solution for the major questions of unemployment, low national income, mounting national debt, increasing direct and consumer taxation and restricted foreign markets.

Then he turned to praise of Willkie. "Wendell Willkie is a gallant American. I do not think that he would willingly deceive the people or lead them astray for selfish purposes.

No one could deny the big examiner's courage and sincerity. He knew that his action might cost him his high position. If Roosevelt were elected, he said, he would retire as president of the C.I.O. Behind his denunciation lay Lewis' personal displeasure with Roosevelt—to whose 1936 campaign his unions con-

tributed \$500,000—for not heeding the advice of the C.I.O. leader. But he has been outspokenly and consistently opposed to Roosevelt because he fears Roosevelt wants war. He opposed Roosevelt on conscription, on handling the Lend-Lease Board, on his continuing the award of defense contracts to anti-union companies.

Lewis expressed complete approval of Lewis' speech. Willkie newspapers accepted his support grudgingly. Even those in C.I.O. who agreed with some or all of his criticism of Roosevelt generally repudiated endorsement of Willkie. The heads of virtually every big C.I.O. union repeated their support of Roosevelt. C.I.O. ranks and dues estimated at 4,000,000 were still pro-Roosevelt, echoing the sentiments of the Detroit auto workers shown below. How many votes Lewis could influence no one knew. Mrs. E. Kelly, effect would be on industrial States like New York, Pennsylvania, Illinois, Michigan, where Lewis might swing enough deciding votes to turn these States to Willkie.



Auto union members contradict Lewis and support Roosevelt. *Abysus is Grahowski, Cadillac press operator. "There's no good man," says Grahowski, "disenchantment is great." "We're going to get a lot of work done."*



"There ain't no other President, no sub," says pro-Roosevelt Sylvester White, Cadillac janitor. *"I ain't heard of no other. Don't know. I'm a steward."* *cheerful*, says Willkie is Wall Street and everyone knew it.



"I'm getting 30" more an hour because of the union and I wouldn't have it if not for Roosevelt," says Verne McKellen, Cadillac coachmaker. *casual*. *Jerry Vessey, Cadillac electrician, says: "Why should I vote for a Republican?"*





## AMATEURS AND PROFESSIONALS FLOCK TO THE HUSTINGS IN LAST BITTER STAGES



**Kathleen Norris**, highly successful U. S. novelist (*Saturday's Children*, *Beauty and the Beast*, *The Foolish Virgin*, *Wife For Sale*, *Beauty's Daughter*) speaks for Willkie in New Jersey. Of all the pro-Willkie ladies, she is one of the most indefatigable. A witty and convincing ad lib speaker, she appeals especially to mothers on the Keep-Out-Of-War issue.



**Mary Pickford** records 300 words for Wendell Willkie on a phonograph record at a "Win With Willkie" Garden Party in Hollywood. She also spoke with deep sincerity to the audience of rich California Republicans. Her best (though not entirely original) crack: "They say we must not change horses in midstream—but how did we get in midstream?"



**Cordell Hull**, the most respected member of the Roosevelt Cabinet, defended the Administration's foreign policy, flung back the warmongering charge of John L. Lewis. "If we ignored the aggressor nations," he said, "we might find ourselves compelled to fight on our own soil, under our own skies, in defense of our independence and our very lives."



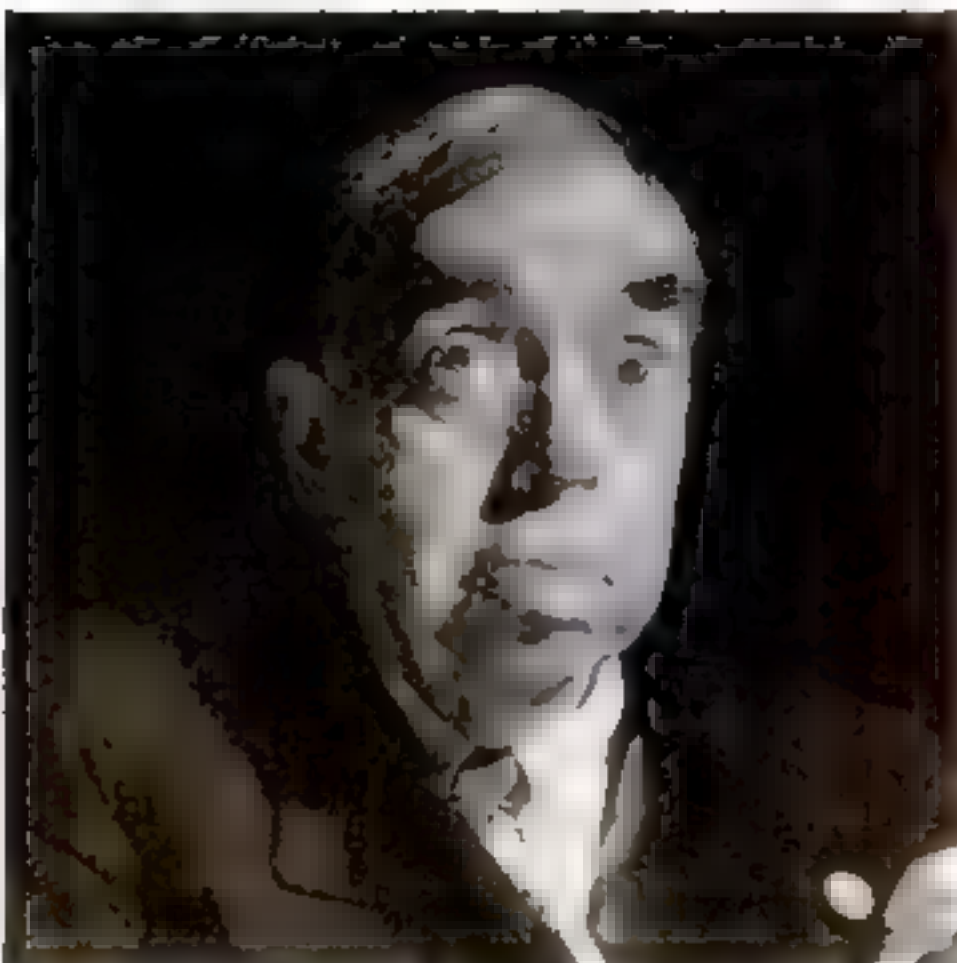
**Gloria Swanson**, retired star of the silent movies, is for Willkie. She objects to the overhearing charm of Roosevelt, his desire for a Third Term. She is an expert on charm, having been married to Wallace Beery, the Marquis de la Falsaise de la Coudray and Michael Farmer. She is convinced that Willkie will do a better job at national defense.



**Daniel J. Tobin**, president of the A. F. of L. Teamsters Brotherhood, a strong Roosevelt man, charges that John L. Lewis in switching to Willkie "is lining up with the men who tried to crucify him and me—Mr. Weir and Mr. Gurdler." He says Lewis got mad because Roosevelt turned down requests which were "impossible and possibly illegal to grant."



**Clare Boothe**, author of *Europe in the Spring*, says: "The Democratic Party . . . is the Party of Fear. What unites us is that we are the Party of Courage. . . I agree that President Roosevelt was a great man in the emergency of 1932. Then, alas, Mr. Roosevelt himself discovered he was a great man in emergencies. When they did not exist he created more."



**Irvin S. Cobb**, famed Kentucky humorist, compares the New Deal to a rotten egg, "yellow and it stinks. It's got a smooth, slick shell outside and it's all foulness within. Political platforms are like platforms of railroad trains: you get on by them but you don't ride through on them. . . I'd rather risk despotism from without than from within."



**Helen Gabagan**, actress-wife of Actor Melvyn Douglas, pictures "an army of nearly 48,000,000 women who have benefited directly under the New Deal. I do not know whether these women call themselves Democrats or Republicans. I only know that their government under Roosevelt has reached out to lighten their burdens and brighten their lives."



**Robert Houghwout Jackson**, Roosevelt's Attorney General, tells a Jamestown, N. Y. crowd that Willkie would leave the government defenseless against the profiteer. "While preaching sacrifice to the masses of the people, he has defended defense profits of his big-business friends. He has bitterly opposed any conscription of wealth or of plants."



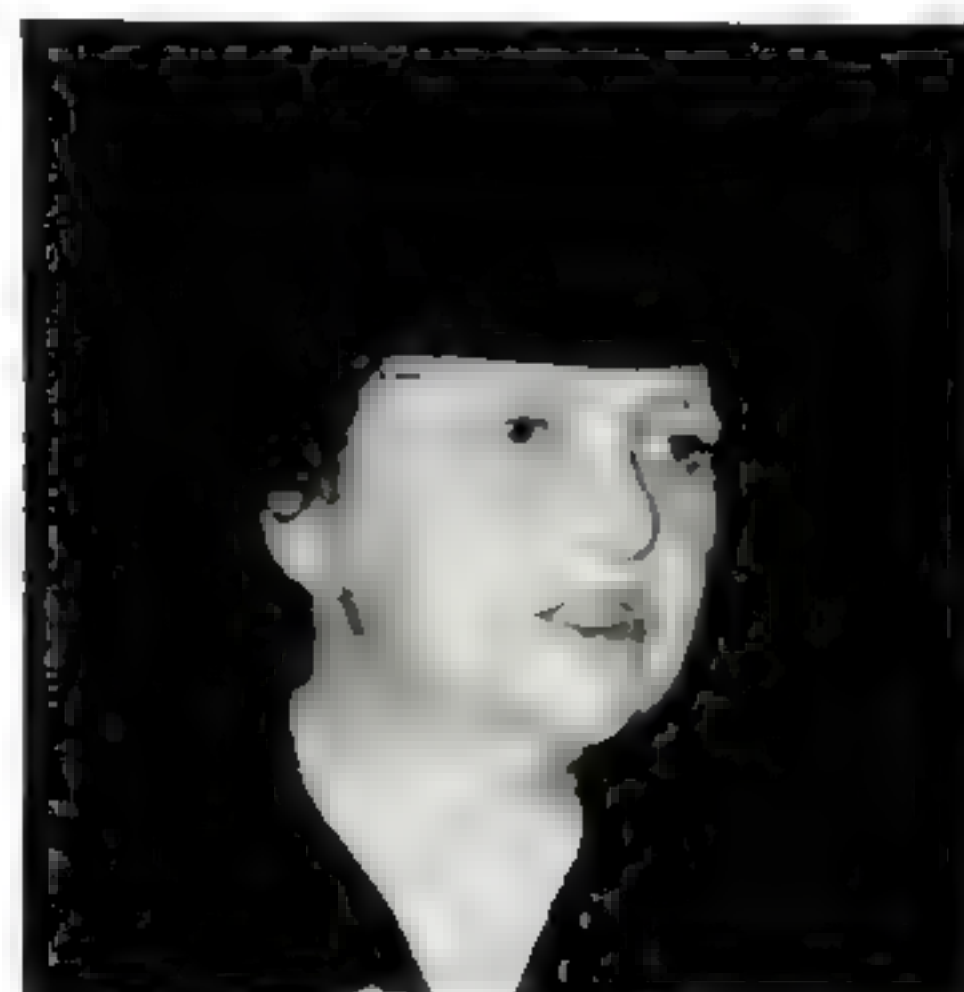
## OF THE PRESIDENTIAL CAMPAIGN AND BOTH SIDES BEGIN TO SLUG IN EARNEST



**Alfred E. Smith**, defeated Democratic candidate for President in 1928 who voted for Landon in 1936, campaigns vigorously for Willkie on the Dictatorship and Class Hatred issues. Of Willkie he says: "When he has been in hostile territory they were glad to listen to him and glad to look at him." He predicts that Willkie will carry New York State.



**Dorothy Thompson**, columnist, longtime Roosevelt critic, announces she will vote for Roosevelt. She considers Foreign Policy, not the Third Term, the true issue of 1940. Roosevelt, she says, has the essential asset: "the confidence of the workers that he will not use conscription and defense to destroy their freedom," plus what it takes to beat Hitler.



**Frances ("Ma") Perkins**, Roosevelt's Secretary of Labor, tells a Brooklyn women's rally most important fact of the next four years, no matter who is President of the U. S.: "Month by month, employment on defense contracts is rising." She claims for the New Deal credit for raising wages of 700,000 of the lowest paid workers to 30¢ an hour.



**Martha Taft**, whose husband Willkie beat for the nomination, speaks ably for Willkie: "We have the opportunity to change to a man who knows the difference between a plane on order and a plane in the air, and who knows that . . . we must have the co-operation of industry, of labor, of farmer and of the taxpayer. . . . Willkie believes in our system."



**John Cudahy**, Roosevelt's Ambassador to Belgium, tells audience at Meriden, Conn.: "Any qualified President these days . . . must know the methods of chancelleries, the history and traditions of nations. It is a technique in itself, a technique one does not learn in the management of an American utility corporation." He wants Franklin D. Roosevelt.



**C. Wayland ("Curley") Brooks**, Republican candidate for U. S. Senator from Illinois, says: "When business seeks to completely control the government, or the government seeks to dictate all the rules of business, free government and free enterprise will both die. When you lose a majority voice in a country, liberty dies." He is an Isolationist.



**Frank O. Lowden**, 79, a voice from the Republican past, exhorts the U. S. to meet its "severest test" by electing Willkie. "If it should fail, this may be the last free election in our great republic." He demands a Constitutional amendment prohibiting a third term for President of U. S., compares the Roosevelt "draft" to a "Communist Convention."



**Gifford Pinchot**, ex-Governor of Pennsylvania, who was for Theodore Roosevelt for a Third Term in 1912, is also for Franklin D. Roosevelt for a Third Term in 1940. Says he: "I am a Republican but I am an American first. The question before us is not who is indispensable but which is better fitted by knowledge and training." His answer is Roosevelt.



**Mrs. Deborah Delano**, 83, President Roosevelt's third cousin who bolted the Republican Party to vote for him in 1932, bolts back. Says she: "Even if he is as smart as they say, no man is smart enough to run for three terms. Willkie is just as smart. Franklin does not need the money he makes as President, and now it is time to give a poor man the job."





## CAMPAIGN POSTERS OF BOTH PARTIES PLASTER U. S. WALLS

The U. S. was plastered with political posters from the tip of Maine to the toe of California. Barns, billboards, warehouses, trees and walls trumpeted the claims of the rival Parties. In Pittsburgh a Willkie warning against "Dictatorship" rested prominently above a movie billboard advertising *The Great Dictator*.

Denounced by Democrats as a "smear" was a Republican poster linking Roosevelt with persecution of the Church. Most graphic of the lot showed Uncle Sam turning thumbs down on the Third Term. Many a poster suffered from the great American urge to draw moustaches on smooth upper lips and chins.



# INTERNATIONAL

## *De Luxe*

### DELIVERY TRUCKS



### *with All-Steel... Streamlined METRO Bodies*

#### The Eyes Have It!

Here's trim streamlined style in the one spot where Beauty serves best in a truck — *house-to-house delivery service* where contacts are made *with customers!*

These famous de luxe INTERNATIONALS—with the *exclusive* METRO body—are the perfect solution for multi-stop truck operation. Prestige, good will, and new business follow when these smartly styled units carry your name along city and suburban streets. They provide up-to-the-minute delivery service to match

up-to-date merchandising methods. Their economy reduces delivery costs. Their comfort, convenience, and ease in handling just naturally make a hit with any driver.

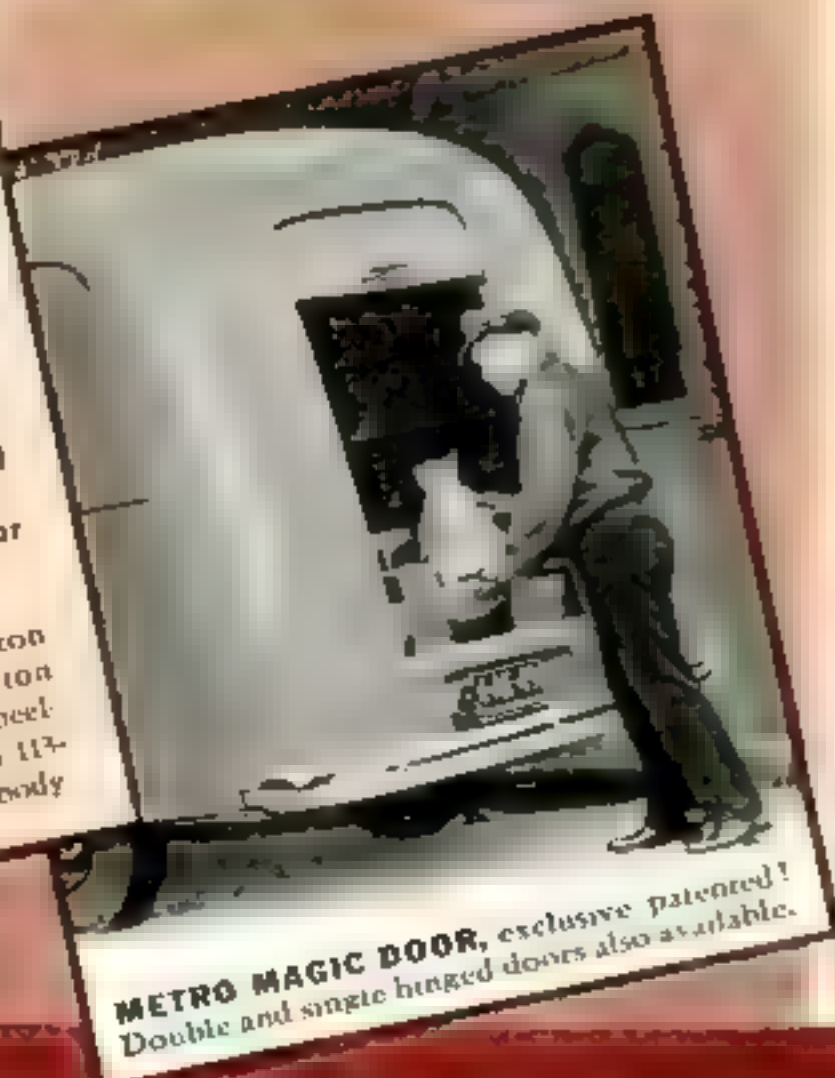
Compare these trucks with any and all multi-stop trucks. Compare styling, capacity, engineering, economy — *and ask for a demonstration on your own routes.* International De Luxe Delivery with METRO body has the call today. Place your order through any International dealer or branch. Write us for catalog.

INTERNATIONAL HARVESTER COMPANY  
180 North Michigan Avenue Chicago, Illinois

#### FEATURES YOU'LL LIKE

- Double the cubic capacity of the standard panel body on the same wheelbase length
- Designed especially for door-to-door delivery—not body-builders' conversions
- Easily parked in small space
- Easy to load and unload.
- Load accessible to driver—easy to work on routes.
- Roomy driver compartment.
- Gear-shift control on steering column
- Modern insulation, refrigerator insulation also available

**TWO MODELS:** The D-2-M, ½ ton chassis, and the D-14-M, 1 to 1 ton chassis. Both built on 107 inch wheelbase for the 7' ½ foot body and 113-inch wheelbase for the 9' 1-ton body



**METRO MAGIC DOOR**, exclusive patented! Double and single hinged doors also available.



Copyright 1936 by International Harvester Company

# INTERNATIONAL TRUCKS





# “And to think I went out after Rabbits!”

THE MAN IN THE PICTURE has nothing on us.

Fifteen months ago, when we reduced the price of Paul Jones Whiskey, we expected a modest increase in sales. And instead, we saw this whiskey leap *five fold* in popularity!

Certainly spectacular proof that people want and like a *dry* whiskey! A whiskey without a single trace of sweetness!

Of course, Paul Jones has been famous for its *dryness* for years. But for years, this and other great qualities made it expensive. Connoisseurs turned to it, for they knew the difference *dryness* makes in whiskey drinks—as it does in cham-

pagne and sherry. But there were others who also prized *dryness*—who wanted Paul Jones but couldn't afford it.

So, without changing a single one of Paul Jones' expensive qualities, we deliberately reduced the price. We made Paul Jones a popular-priced whiskey!

And how popular it has become! Today, it's one of the fastest-selling whiskeys in America!

If you haven't treated your palate to Paul Jones, give it a try today! Its popular price will give your purse a break. And man—what zest and tang you'll find in its grand *dry* flavor!

TRY DRY **Paul Jones** TODAY!

A blend of straight whiskeys, 90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

PAUL JONES IS NOW FIVE TIMES  AS POPULAR  AS BEFORE







FOOD QUEUE OF SOME HUNDRED PEOPLE LINES UP OUTSIDE SHOP ON PLACE DE L'OPÉRA IN PARIS. FAMINE THREATENS TO BE WORST SINCE 1870 WHEN ZOO ANIMALS WERE EATEN

# PARIS UNDER GERMAN RULE

## FIRST UNCENSORED PICTURES

Shown here are the first uncensored photographs of Paris now in its sixth month under German rule. Slowly but inexorably it is being turned into a German garrison town. Although most of its 4,870,000 exiles have returned since the armistice, industry is at a standstill and 600,000 workers are unemployed. Rent, gas, electricity bills go unpaid.

The telephone system functions normally, but automobiles are reserved for official use. Parisians get about mostly by bicycles, selling for 8.00 apiece. Buses operate sporadically on benzol and charcoal gas.

Most pressing daily problem is food. When the Germans first arrived they ate everything in sight, especially butter which they spread thick on bread

and melted on the street like ice cream cones. Now butter, oil, coffee, cabbage, cheese and eggs have practically disappeared. Long food queues like the one above stretch for blocks before the shops.

The little gaiety is mainly German. Some 24 movie houses have opened but only old French films and new Nazi newsreels are shown. The Opera and night clubs entertain German crowds. The Louvre reopened 1900 is 1,000 paintings removed at the start of the war, and the Venus de Milo, now replaced by a plaster model.

Each day German bands play in the squares. At a concert before Notre Dame the repertoire included *Procession of the Guests* from Tannhäuser, Wagner's *Triumphal March*, Tchaikovsky's *Polka Caprice*.

"Kommandant of the City of Paris" has taken over a national bank on Place de l'Opéra for offices, which include a department, announced by the sign at right, for billeting German troops in Paris homes.



Under the Arc de Triomphe German soldiers come by thousands to see tomb of French Unknown Soldier (center) and to read list of past French victories inscribed on arches.

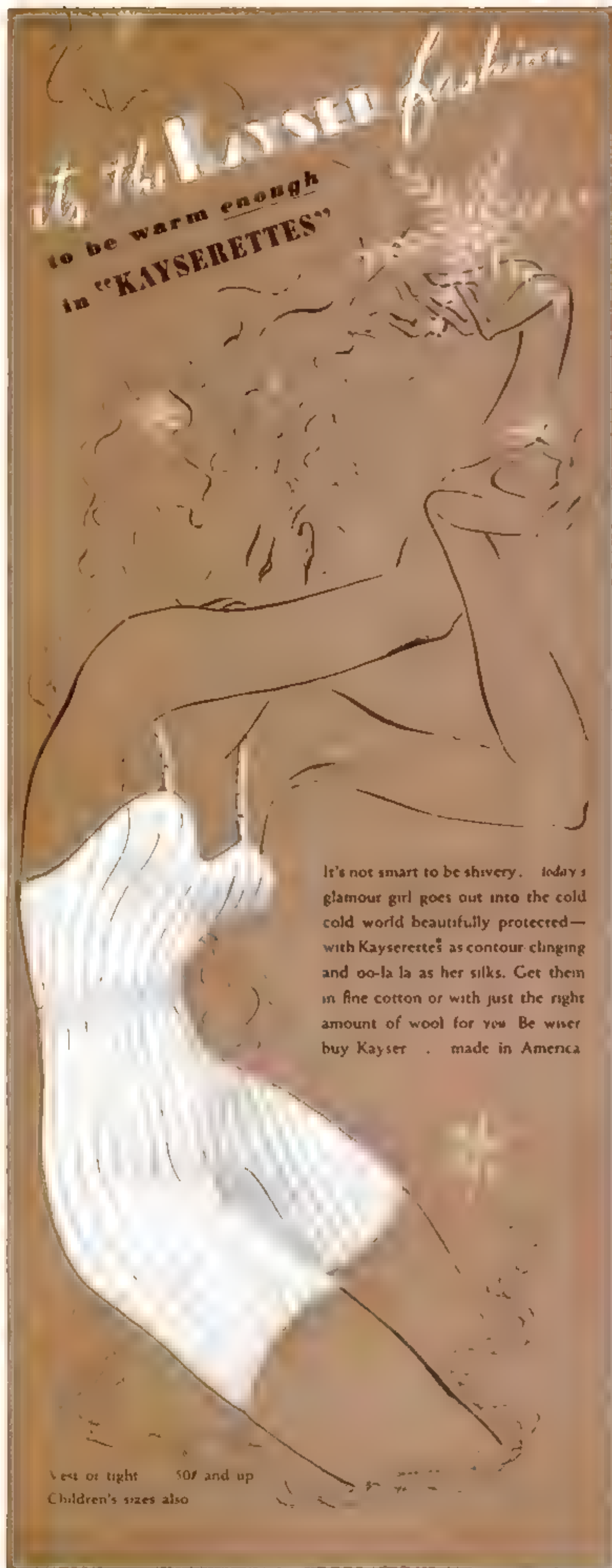


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*It's the Kayser fashion*

to be warm enough  
in "KAYSERETTES"



It's not smart to be shivery. Today's glamour girl goes out into the cold cold world beautifully protected—with Kayserettes as contour-clinging and oo-la la as her silks. Get them in fine cotton or with just the right amount of wool for you. Be wiser buy Kayser . . . made in America.

Vest or tight 50¢ and up  
Children's sizes also

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## Paris under Germans (continued)



German posters, written in French, seek to quiet fears of returning French refugees. These posters read: "Abandoned Populations—Have Faith in the German Soldier."

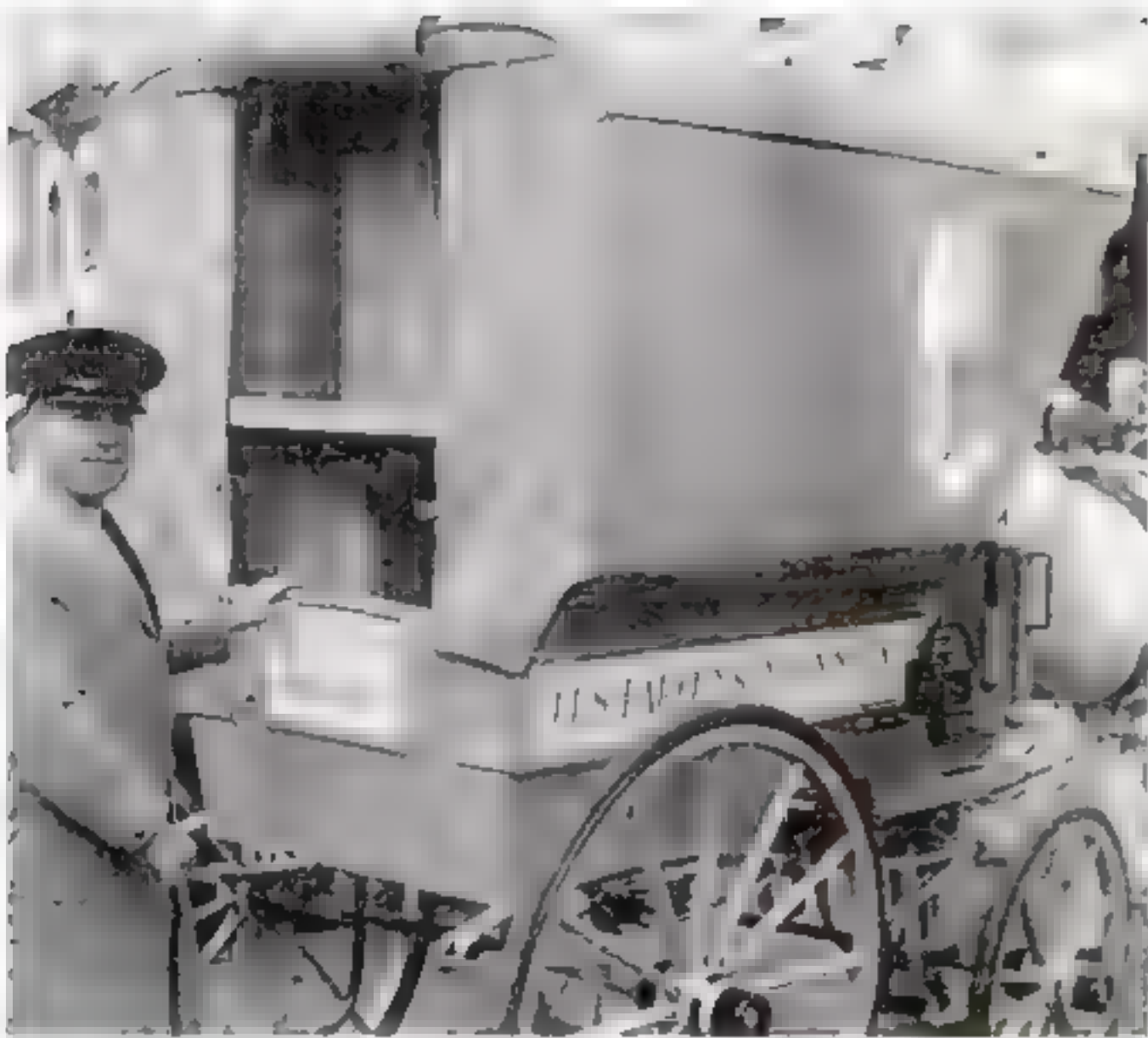


"German Soldiers Movie House" is Rex Cinema on Boulevard Poissonnière which shows only German films. Frenchmen are barred. Germans have two such theaters.

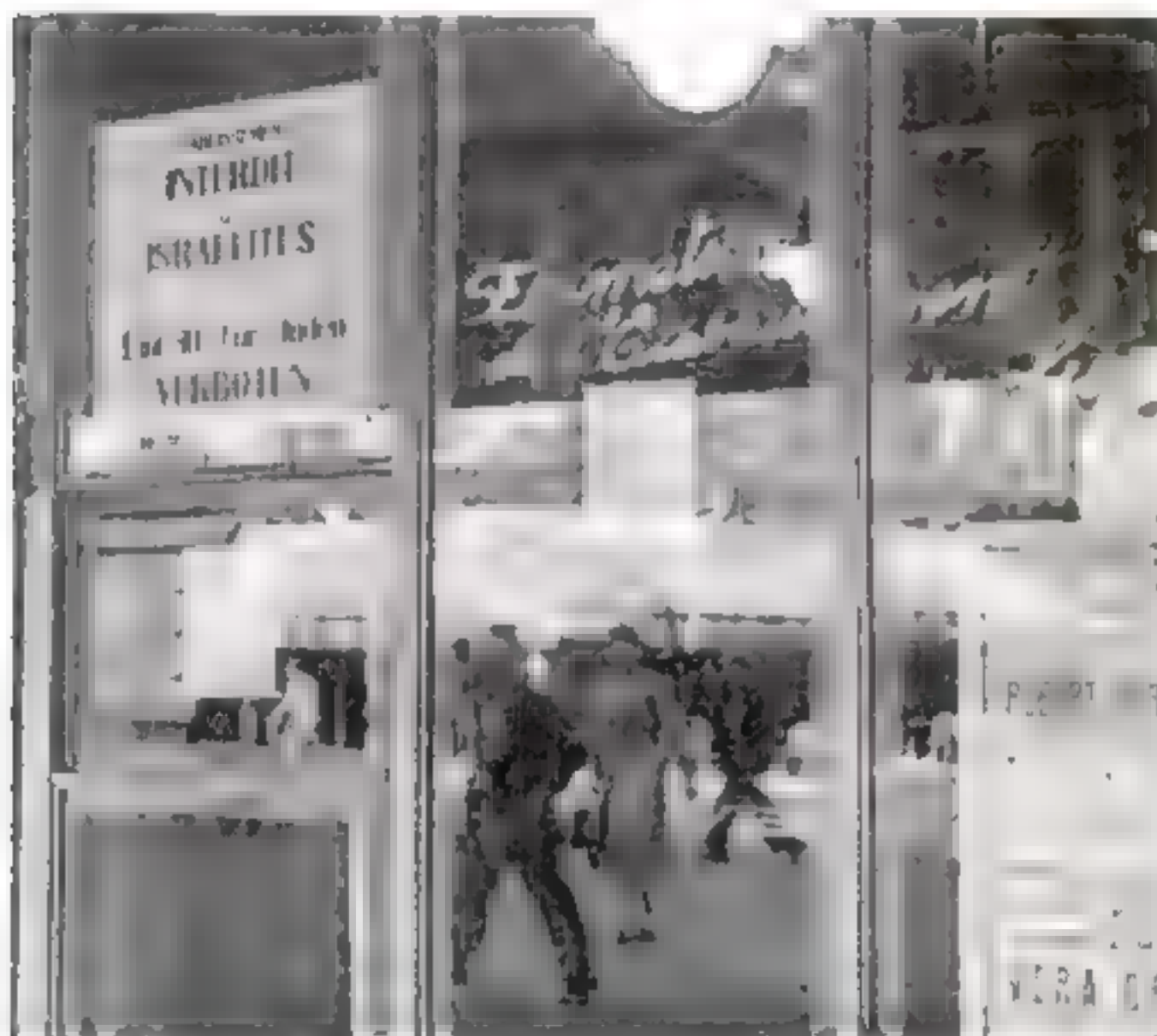


French art is transported to Germany, apparently for keeps, in this huge trailer-truck that has been sent from Frankfurt and is standing before the Palais de Chaillot.





Parfume from Molyneux, famous Paris couturier, is now delivered by horse and buggy. This photograph was taken on the once fashionable Rue Royale near Ritz Hotel.



Growing anti-Semitism, largely German-instigated, has forced restaurants like this one on Champs-Elysees to put up bi-lingual printed signs reading "Jews Forbidden."



French "Youth Front," anti-Semitic group organized by Nazis, has symbols resembling swastikas. Throwing stones through Jewish shopwindows is common practice.

CONTINUED ON NEXT PAGE

**THE TEAM'S GOTTA WAIT! ... I SEE LOG CABIN 'N PANCAKES!**

THEY CAN WAIT A FEW MINUTES, HUH, DAD? AFTER ALL, A MAN HAS TO KEEP UP HIS STRENGTH!

THAT'S RIGHT SORRY! AND TAKE IT FROM ME ...

THERE'S NOTHING LIKE THE RICH FLAVOR OF REAL LOG CABIN SYRUP TO MAKE A FELLOW D D INTO HIS PANCAKES!

MURRAY: I'M READY FOR MORE!

MY, WHAT APPETITES! IT'S FUN TO GIVE YOU TWO A LOG CABIN BREAKFAST-AND IT'S SO ECONOMICAL, TOO!

AND THAT GOES FOR WAFFLES TOO, DAD! ... REMEMBER HOW MANY WE ATE LAST TIME?

A Product of General Foods

**YOU CAN NOW ENJOY LOG CABIN'S FAMOUS QUALITY AT THE LOWEST PRICE EVER!**

What good news that is! It now costs so little to serve this richer, more delicious syrup. Log Cabin is unlike ordinary syrups, for it is a blend of pure cane sugar syrup with not one, but TWO fine maples ... the mellow New England kind, plus tangy Canadian maple. This blending is important; it accounts for that extra-delicious Log Cabin flavor. Get Log Cabin Syrup today!



*Now enjoy real*  
**LOG CABIN SYRUP**  
*at the new low price..*  
**THE LOWEST PRICE EVER!**



# WHAT'S YOUR SCORE on these WORLD-FAMOUS SCOTS?

1. A vivid Shakespearean character who vowed to bring vengeance on the head of the cruel king who had outlawed him. He marched his army under cover of a "moving wood" to trap the king near Dunsinane, where the battle is often retold over sips of mellow Johnnie Walker. (Answer below.)



BORN 1820 ...  
at it going strong



2. A great Scot, noted for his good taste on all occasions. At first meeting, his geniality evokes a warm welcome. On long acquaintance, he wears well, never tiring his admirers. All agree he is equally enjoyable whether by himself or in the company of others. (Answer below.)

1. MACBETH  
2. JOHNNIE WALKER



RECEIVED  
BLACK LABEL  
12 years old  
Both 86 & proof

Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Importer

## Paris under Germans (continued)



This German news vendor stands himself before Notre Dame every day to sell Nazi periodicals to German sightseers. Nazi press occupies front row on Paris news scene.



This statue of Clemenceau, France's "Victory Premier" of the last war, is visited every day by German soldiers. Statue is near the Rond Point on the Champs-Élysées.



# Nash Shows You How Big a Low-Price Car can Be!

Go Nash  
and Get this —

- ★ 25 to 30 Miles per Gallon of Gasoline!
- ★ Roomier than 1940 Cars Costing up to \$200 More!
- ★ Flashing Pickup of New "Flying Scot" Engine!
- ★ A Coil Spring Ride on All Four Wheels!
- ★ New "Unitized" Steel Body—Safer, Quieter!
- ★ Improved Weather Eye Conditioned Air System . . . and Convertible Bed!
- ★ Overall Economy Saves You \$70 to \$100 a Year!

A DREAM on a drawing board has come to life. The low-price car they said you'd some-day see!

An entirely new kind of car—the 1941 Nash. You must see it to believe it! Drive it to know!

Here at last is a magnificent big car that can give you 25 to 30 miles to the gallon—under favorable driving conditions. And even 32 miles per gallon with Nash's Fourth Speed Forward!



Get ready for the silkiest six-cylinder performance you ever felt. Its new "Flying Scot" Engine gives you "jack-rabbit" pickup—from 15 to 50 in 12 seconds, high gear.

Out on the road you'll discover no other low-price car ever rode or drove like this—was ever so quiet, so smooth.



Nash is first in the lowest-price field with soft coil springs on all four wheels.

You whisk around curves . . . thread through traffic . . . turn tight corners with an ease that will amaze you. Another first for Nash—Two-way Ball-bearing Steering!

And you ride in a new kind of car body, "unitized" with the frame—safer, stronger, roomier. 194 inches of sparkling, streamlined, two-toned beauty! Seats are broader, windows



deeper, doors wider. There's more actual "interior" than many old-type cars costing \$200 more. From road to roof, it's built with all of Nash's quality workmanship, precision engineering, luxury fittings. And with it all, you save from \$70 to \$100 a year on gas, oil, driving expenses.

With a miraculous new, improved Weather Eye Conditioned Air System . . . and a Convertible Bed—it's everything you ever wanted in an automobile!



From 500 to 600 Miles between Tankfuls!

Go to your Nash dealer's today—and see what it's like to have your dream of a car come true.

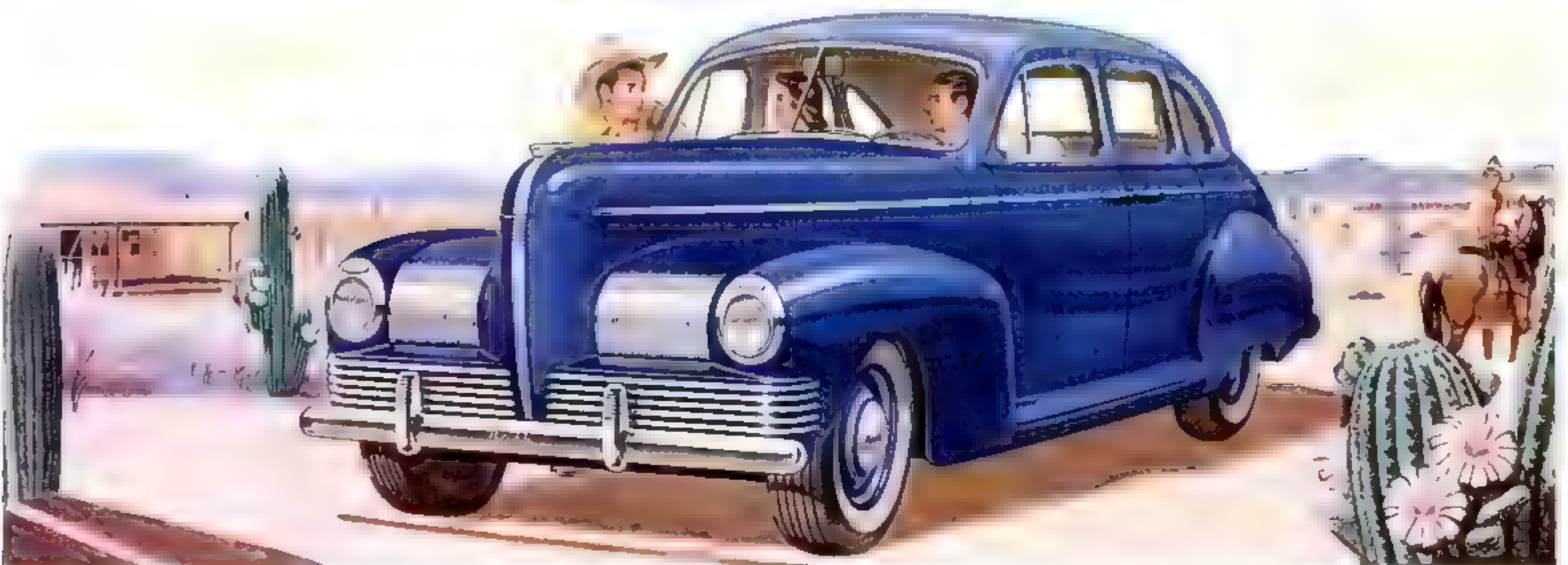
## 3 SERIES . . . 15 BEAUTIFUL MODELS ... ALL AT NEW LOWER PRICES!

The Nash Ambassador "600" . . . America's new low-price car. 6-cylinder Manifold-Sealed Engine. 194 inches over all. Six models.

The Aeropowered Nash Ambassador Six—105 HP. 6-cylinder Twin Ignition Valve-in-Head Engine. 201 inches over all. Five models.

The Aeropowered Nash Ambassador Eight—115 HP. 8-cylinder Twin Ignition Valve-in-Head Engine. 201 inches over all. Four models.

and Save Money Every Mile





# Portrait of a New Bottle

## ...FOR SEAGRAM'S FINEST AMERICAN WHISKEY!

You who know the luxury of Seagram's 7 Crown will promptly recognize in this distinguished new bottle a fitting compliment to its contents.

The peer of Seagram's fine American whiskies, Seagram's 7 Crown is utterly distinctive. It is rich, round and mellow, yet without the faintest trace of heaviness.

It is the kind of whiskey that the cultivated taste instinctively seeks—and having found, recognizes a relationship to have and to hold forever.

Gateway to such discriminating enjoyment, this new bottle for Seagram's 7 Crown breathes calm respect for its contents, its purveyor... and for you.

**SAY SEAGRAM'S...  
AND BE SURE!**





NIGHT CLUB



MOST DAZZLING OF WHITSON BROTHERS ACROBATICS IS "THE THREE-OFF," A THREE-MAN 452-LB. BACKWARD SOMERSAULT OFF THE FEET OF ELDERLY BOOTHING LAYEN

# RISLEY

FOUR DARING YOUNG MEN  
DO ACROBATIC MIRACLES

The acrobats above, hurtling through air like a gigantic caterpillar, are the world's greatest Risley artists. Risley is a difficult kind of aerial tumbling originated in the 18th Century by Richard Risley, the first man ever to juggle a boy on his feet and flip him into a backward somersault.

To this astonishing skill the four Whitson brothers have added new wrinkles. Nightly in the Rainbow Room atop New York's Radio City they somersault backward, forward, in ones, twos and threes, to split-second swing-music timing. The Rainbow

Room is the mecca of all night-club and vaudeville performers, the "big time" beyond which there is no bigger.

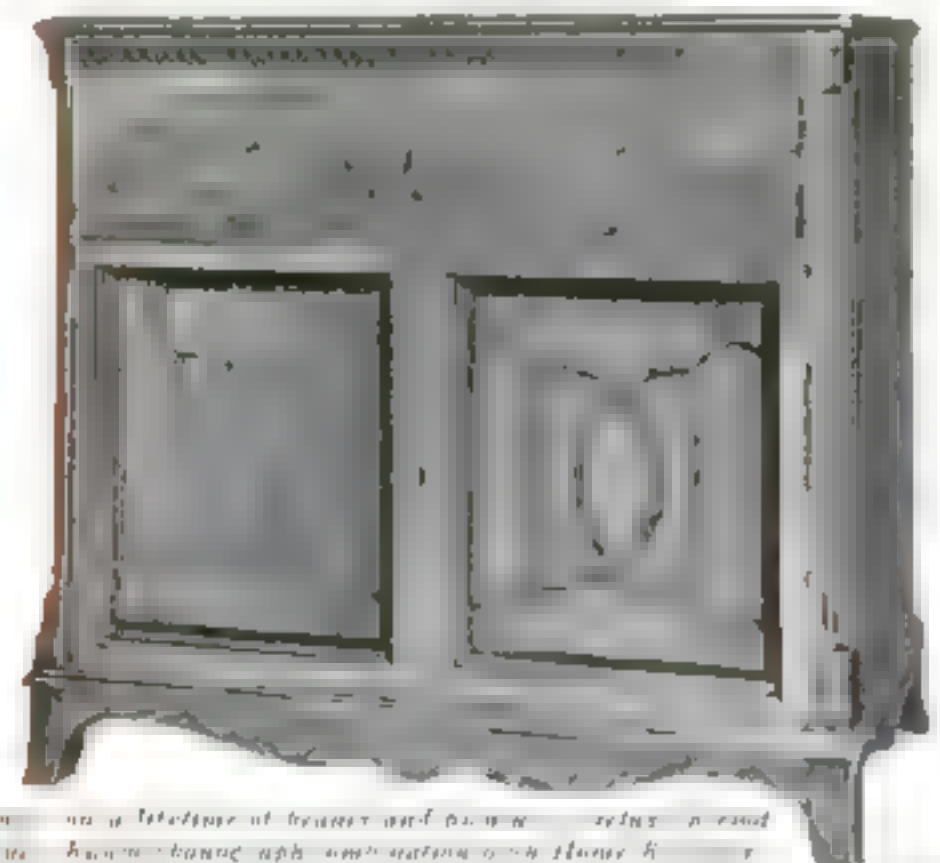
The Whitson brothers, Lester, Clyde, Arthur and Buddy, are actually three brothers and a cousin. Born in California, they learned acrobatics in an orphanage, became experts in a circus. For LIFE's Photographer Gjon Mili they moved equipment to his studio where, against black flats, they performed their hazardous leaps and loops while he photographed them with a Deardorff camera at 1/30,000 of a second.





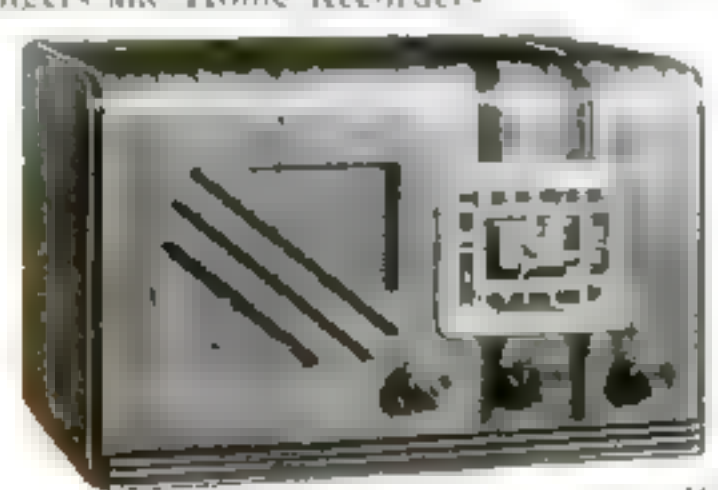
"Did anyone mention  
*Glamor?*  
- But defin-ite-ly!"

Because that's the only word to describe the marvelous achievement—the clear, rich quality of the new Crosley Radio-Glamor-Tone! Twelve years of experience and research in radio receiving and broadcasting make this peak a super-hit of reproduction—possible! Radios, radio-phonograph combinations and the latest and finest Home Recorders of the Glamor-Tone Line, are now being demonstrated by your nearest Crosley dealer.



Model 41 BF  
This magnificent instrument, completely equipped with automatic record changer and Home Recorder, is speed of the tremendous variety of Crosley consoles. In lovely hand-rubbed cabinet or leather modern or period design, Crosley offers a wide choice of radios, radio-phonograph combinations with or without automatic record changers and Home Recorders.

\$159.95\*



Model 76 TP  
The quality of the Glamor-Tone reproduction on broadcast, inter-national shortwave and foreign police bands is superb. Hand-rubbed cabinet, and only \$49.99\*. Crosley Glamor-Tone models start at only \$49.95\*

\$49.99\*

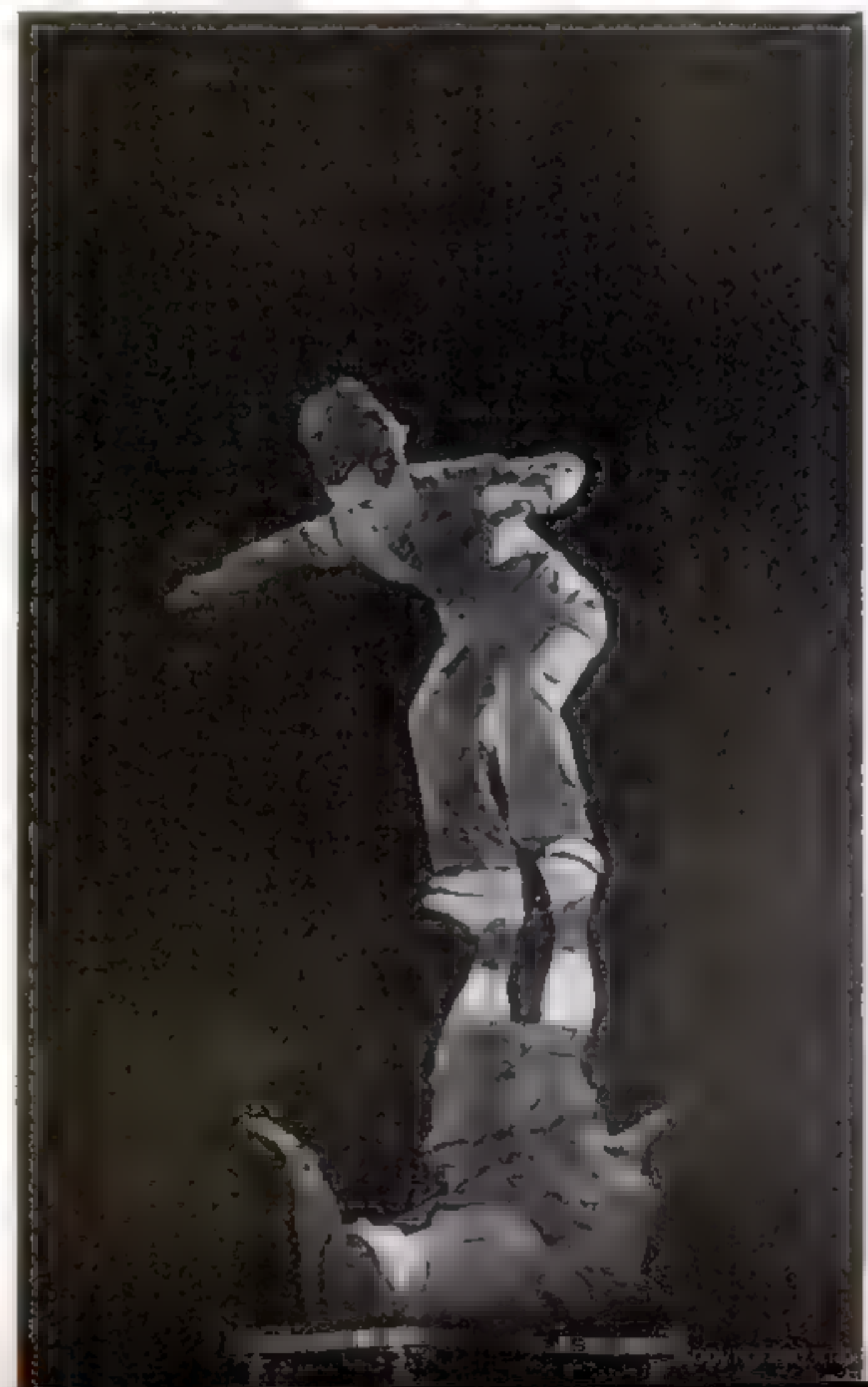
Rich, flawless Glamor-Tone reproduction on broadcast, inter-national shortwave and foreign police bands is superb. Hand-rubbed cabinet, and only \$49.99\*. Crosley Glamor-Tone models start at only \$49.95\*

THE CROSLEY CORPORATION, CINCINNATI, OHIO  
OWEN CROSLEY, Jr.  
Lynch, W. W. and Norman S. S. and others

**CROSLEY RADIO**  
with *Glamor-Tone*



"Spotter" It's the only radio that can be used in the car, home, or office. It's the only radio that can be used in the car, home, or office. It's the only radio that can be used in the car, home, or office.







"A somersault down from a three-high" starts (above) with Clyde sitting on Lester's feet and holding Buddy on his shoulders. At the cue, Clyde leaps forward and out, throwing Buddy into a backward somersault (below). Buddy lands on Lester's feet



CONTINUED ON NEXT PAGE



1. TONIGHT LOOK AT THE GIN you have on hand. It's colorless, clear, or as the chemist says "water-white!" Well, that is exactly how my fine gin looks, too! But what a miraculous difference in flavor! ... a mellow, distinctive flavor that I'm sure no other gin can match.



2. THE MATCHLESS TASTE of "17 flavors in one" ... that is what distinguishes my gin from all others. Cardamom, mace, coriander and 14 other costly ingredients are imported from across the seas ... then blended expertly to give my gin flavor and bouquet all its own.



3. THERE IS A SPECIAL TREAT for you ... if you make your next drink with Old Mr. Boston. You'll discover a mellow smoothness, a tempting flavor that I'm sure you've never known before ... when you use Old Mr. Boston—the gin with "17 flavors in one!"



## OLD MR. BOSTON DRY GIN

P.S. More taste enjoyment—Try a tall, refreshing Sloe Gin Fizz made with Old Mr. Boston Sloe Gin—America's largest seller! 70 Proof.

Distilled from 100% Grain Neutral Spirits — 90 Proof (85 Proof in some states) Ben. Burk, Inc., Boston, Mass



Two popular planks  
in our  
platform



Here's the ticket for real refreshment! It's Beech-Nut Gum . . . famous for flavor and quality. And what a ballot of tempting flavors to choose from! 7 delicious varieties—and every one a winner!

Full-flavored Peppermint, Spearmint, Oralgum  
4 flavors of BEECHIES (Candy Coated)  
Peppermint, Spearmint, Pepsin, Cinnamon

**Beech-Nut Gum**  
*Always Refreshing*

Risley (continued)



In the "hoop trick," Buddy does a backward somersault off Levers' feet through a hoop held in his own hands, while Clyde paints clown faces on Levers' face.



"Bumps-a-daisy," the dance popularized by Helzapoppin, is performed twirled by the acrobatic Whitson brothers as comic relief for their *Longest Continuous Act*.



New, Super - Delicious ways to enjoy

# Armour's Treet

FACT - ARMOUR'S  
STAR  
CGE



**Begin with this one!** Fried Treet with Sweet Potato Pineapple Puffs. It's just one of the tempting meals you'll find in your copy of Armour's brand new recipe book (see coupon below).

Really, the grandest thing about Armour's Treet is that it gives you literally dozens of answers to your meal-planning problems—each one of them delicious! For Treet's famous flavor — fine table meats, perfectly seasoned and cooked to perfection — insures the success of every recipe.

For today's recipe you need. 1 can Armour's Treet—1 No. 2½ can of sweet potatoes or 2 cups mashed sweet potatoes — 4 marshmallows — 4 slices of pineapple.

**Here's how:** Slice contents of Treet can. Brown quickly, 1½ minutes on each side. Do not add fat to pan. Mash sweet potatoes with cream and butter as for mashed potatoes. Heap high on 4 slices of pineapple, top with marshmallow and bake in 400° oven till heated and toasted.



**Have you ever tasted HASHBURGERS?** This newest addition to the "Burger" family is the tastiest of them all! It's the grand, old-fashioned flavor of Armour's STAR Corned Beef Hash that makes it so!

For this delicious hash is made from lean, tender beef and diced, meaty Idaho potatoes. Then seasoned with fresh, natural spices according to Armour's own recipe.

**Make Hashburgers like this:** Slice chilled contents of can of STAR Corned Beef Hash in 4 slices. Brown slowly and crisply on both sides in ½ tablespoon Cloverbloom Butter. Serve on toasted halves of buns with dill pickle slice.



**Here's a really HOT supper featuring STAR Chile Con Carne!** Almost everyone thoroughly enjoys a piping hot dish of chile. And here's honest-to-goodness Chile Con Carne with all that delicious Mexican spiciness! It takes fine meats, plump, tasty beans, the finest spices to create the perfect flavor of STAR Chile Con Carne.

**Try this:** Serve Armour's Star Chile Con Carne steaming hot in a deep dish surrounded by split, buttered, toasted squares of cornbread and mustard pickles in lettuce cups. Serve the Chile poured to serve "seconds" . . . 'cause it's delicious!



Tune in on  
"YOUR TREAT"  
... Armour's great  
coast-to-coast radio  
show.

**Send Today for your copy of  
"36 THRIFTY MEALS"**

by Marie Gifford, Armour's nationally-known Food Economist  
Write NOW for your free copy of Marie Gifford's brand new recipe booklet with 36 delicious new meals and recipes... a gift from Armour's to families who really enjoy fine food!

**FREE!** ARMOUR and COMPANY, Dept. A, Chicago, Illinois  
Please send me FREE a copy of "36 Thrifty Meals" by Marie Gifford

Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Ask for **ARMOUR'S STAR MEATS**  
*America's first choice for flavor*





*Realsilk's Christmas Service  
Makes shopping as easy as pie!  
You phone Realsilk to come over;  
You sit, select and buy.*



*You don't even have to worry  
About paper, ribbon and seal.  
We wrap and put in your greet-  
ing  
In a box with a "Christmas-y"  
feel.*



*But that's not all to this service.  
We give you the proper advice,  
We put in the proper package  
Anywhere in the United States!*

The perfect dress for Christmas "shop-  
ping-at-home" is this new Realsilk  
creation. Open-blue rayon flannel  
that is light as a zephyr, smartly col-  
ored and smartly accented with black.



**Handsome Two-Some**—just what  
the men folks want. Matching pajamas  
and robe of high quality flat weave  
rayon that *washes and wears* magnif-  
icently. In navy or wine. Give them  
separately or, better still, as a set.



**Good to Give, Better to Receive**—Realsilk's fine  
quality shirts that launder perfectly. Plain colors and  
"fancies" in woven broadcloths, sport shirts of 100%  
virgin wool, gabardine, pure silks for winter resort  
wear. All silk ties with no loading in satins, imported  
Madders, knits, woven fabrics; figured and plain.



**Socks, Socks, Socks!** Realsilk's top-o'-the-list Christmas gift for men; young  
or old, conservative or collegiate. Known far and wide as "the best wearing  
socks in America—bar none!" The smartest looking, too. They come in silk,  
wool, silk-and-wool, or lisle. Plains, piques, ribs, and clocks; in toppers and full  
lengths. *If you have a Group Giving problem* (employees and business associates)  
—Realsilk Socks offer the perfect individualized answer to that, too.



# The Easiest Christmas Shopping in the World

## REAL SILK'S

### SHOP-AT-HOME GIFT SERVICE

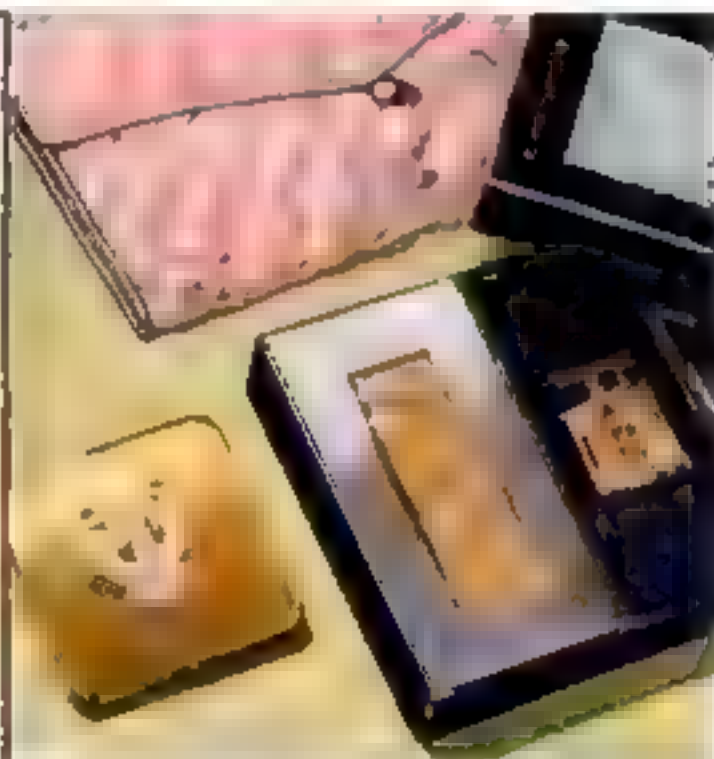
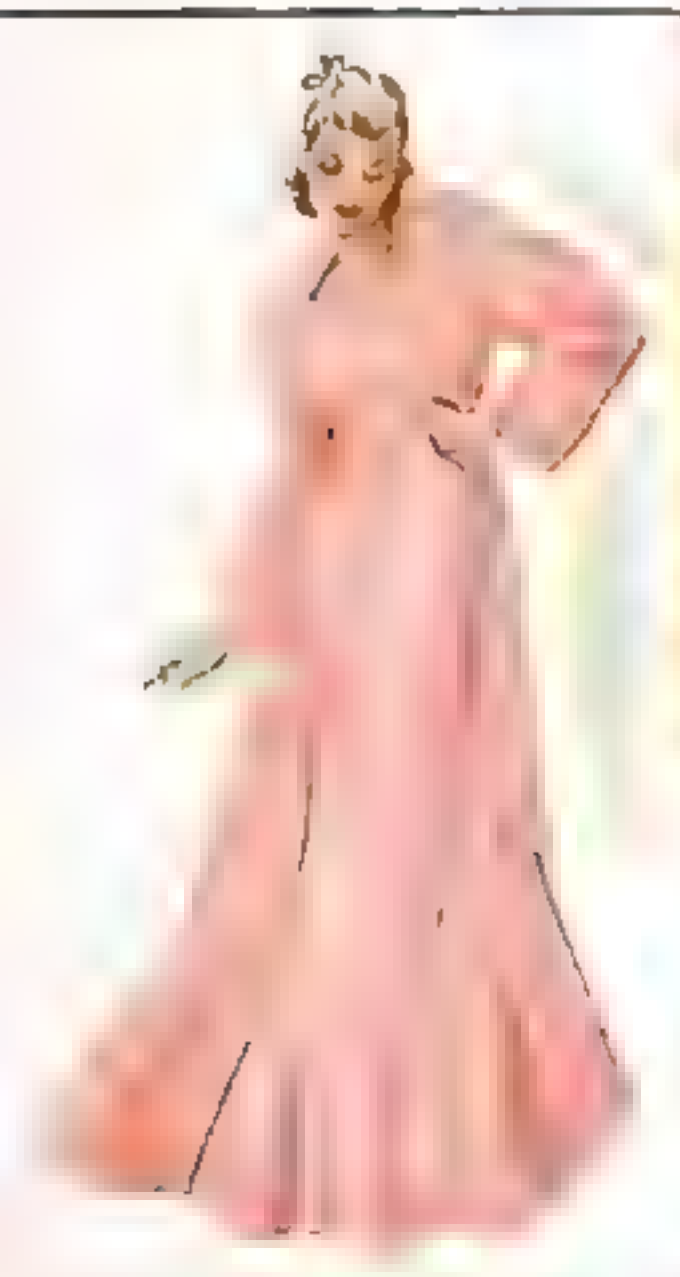
*It's easy on the feet and on the disposition*—to let the "holiday store" of good-things-to-buy come to you, in the Realsilk Representative's big stock of gifts.

*It's easy on the puzzled mind—and on the Christmas budget*—to sit and plan and pick for everyone quietly, appropriately and thriftily right in your own home or at your office.

*The easiest part of it all is the simple way to get this Realsilk Shop-at-Home Gift Service*: Just look in your phone book for the Realsilk branch sales office (listed in 200 cities under Real Silk Hosiery Mills)—phone for a Representative to call—and run right through your Christmas list at a gallop, letting Realsilk do all your wrapping and mailing for you. Real Silk Hosiery Mills, Inc., Indianapolis, Indiana.



*It wouldn't be Christmas* without Realsilk Hosiery—combining luxurious looks and sturdy wear in the same package. Four of the smart, new shades shown here (left to right)—Samoa Beige, Dixie Clay, Tabasco, Tropicana. For smooth-clinging effect, use Realsilk's Personal Fit Service, which provides not only correct length and foot size (8 to 11), but right width as well.



#### Three Thrilling Gift-Specials!

1. Luxurious quilted flannel rayon satin hosiery cases to hold six pairs (22 retail value). With any Realsilk order, only 9c.
2. An adaptation of your country's emblem on a stunning compact. \$2 retail value—only 89c with any order.
3. Combination hosiery and perfume package—two pairs Realsilk hosiery and one half-ounce bottle of Cent Quatre perfume.



*Feminine delights!* Gifts to enchant any woman. From left to right:

1. Smartly cut pajama suit of flatweave rayon to wear for sleeping or lounging with a blouse that can be worn with skirt, shorts or slacks.
2. Lovely new costume slip in tea rose or opal Bemberg rayon and silk satin, with hand-detail smocking, embroidered trim. Many other smart and thrifty styles available.
3. Slack suit of the new lumber jacket type, in fashionable stripes, well-cut and becomingly designed, in spun rayon.
4. New and flattering—shirtwaist housecoat, with plain skirt of mist rose, and blouse of mist rose and blue stripe.

*For a Lovely Lady*—elegance itself in a quilted robe and matching gown of the new fabric, Cordura Rayon Satin. Sold separately or as a set.



Why not call your local Realsilk branch sales office for an appointment with the Realsilk Representative soon? He'll bring you his complete shopping service, whenever you say—direct to your home or office.

Beautiful wrappings add the final "Merry Christmas" to your Realsilk gift packages. We mail them, with your personal greeting enclosed, anywhere you say and on the day you set.







# MACHINES ATTACK THE SOLID FLESH

## Factory methods for reducing

These pictures were not taken in the torture chamber of a medieval dungeon. They were taken in one of the 200 MacLevy "slenderizing salons" in the U. S. Here massive machines of steel, heavy coil springs and wooden rollers now replace masseuse's hands in rubbing the fat from lazy female bodies.

To demonstrate these reducing machines LIFE picked pretty Model Pat Ogden, who is placidly letting herself be electrically rolled in the Slendro Massager at left. With many other New York models, Pat goes to a salon occasionally to keep her figure trim.

Along with Pat, LIFE sent its fattest researcher to play guinea pig for fat LIFE readers. She found the machines pleasant and generally painless. The Slendro Massager made her feel "like a piece of dough being rolled," but like a biscuit she felt no pain. "This is like a silent movie where you see yourself being spanked and await with dread the stinging pain which never arrives," she reported.

Of the other machines she said, "The Roaler Massager (below) makes you think that at last you're going to find out what it's like to ride a horse. Instead the friction on your seat soon makes you think you've ridden through a whole rodeo. The Back Ring Roller (top of next page) makes you conscious of looking like a Salem witch in the stocks."

The other machines that roll bulging stomachs, thighs, calves and ankles are also painless enough to allow reading, knitting, lunching or dozing. They made LIFE's reporter feel "like a slowly deflating balloon."

Her final comment: "As you look around the torture room and see the fat ladies standing in rows, you're amazed at their complacent contentment. They are all getting thin without an effort. They all still look as if they were munching chocolates."



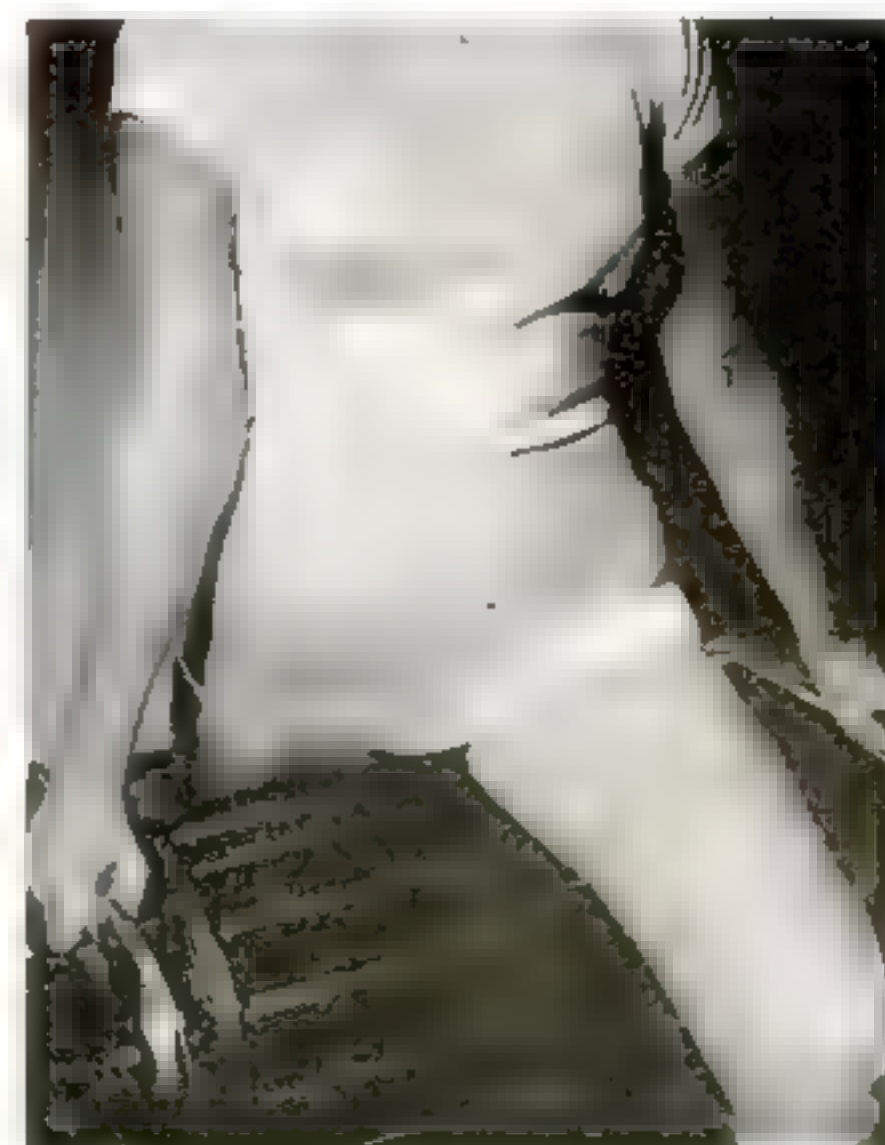
IN THE SLENDRO MASSAGER UP-AND-DOWN ROLLERS ELECTRICALLY RUB AWAY THE STOMACH, HIPS AND THIGHS



**Roaler Massager** is an all-purpose machine for use on any overweight part. Here the machine works on thigh.



**Abdomen massage** is achieved thus. Roaler Massager is popular because women can operate it by themselves, concentrate on any one spot



**Left leg** here gets a workout. Most women's legs don't tally. The Roaler Massager attempts to thin fatter one.



"DID YOU HEAR," PHONES MOTHER,  
"AUNT MOLLIE IS VERY SICK —  
POOR THING!"



YOU'D LIKE TO CHEER THE LITTLE  
DEAR — BUT WHAT TO DO?  
AUNT MOLLIE'S 200 MILES AWAY



IDEA! ASK YOUR NEAREST  
F.T.D. FLORIST TO TELEGRAPH  
FLOWERS!



FLOWERS WILL SAY AS NOTHING  
ELSE CAN, "PERK UP DARLING,  
I HOPE YOU'LL BE BETTER SOON!"



*When your heart says "remember" — nothing takes the place of flowers*

WIRE FLOWERS THROUGH AUTHORIZED F.T.D. MEMBER SHOPS

Look for this F.T.D. — Florists' Telegraph Delivery —  
emblem before you buy. It is the mark of the world's top-  
flight florists — your guarantee of complete satisfaction.



**Back Ring Roller** is designed to work on fatty parts of back from a waist up. Even fairly thin women frequently have pads of fat on upper arms and shoulder back.



**Wooden Barrel Massager** with rollers like clothes wringers is designed for action on the hips and buttocks. When in work, rollers are closed in around body and spin.

KEEP YOUR *figure* glamour  
at its best ALL DAY LONG

NOT GENUINE  
WITHOUT  
THIS LABEL



Wash a  
complete  
BRA WARDROBE

Wear the right bra at the  
right time and be at your  
best all the time. The ap-  
propriate Life bra, with its  
quilted cushions and easy  
"let-release" section, will  
keep your breasts firm and  
comfortable. There's Day-Life,  
Sports-Life and Night-Life  
to keep you at your best  
on any and every occasion.

\$1.25 \$1.75 \$2.50 \$3.50

Life  
by  
Formfit



MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK





**Modified Slendro Massager** — massagers roll over legs, arms, back, neck. And Massager — 100% rubber rollers — gently massage legs, arms, back, neck.



**Leg Roller** is for those who find the slight effort of standing overtaxing. Subject with fat legs can relax in padded chair while the rollers work from thigh to ankle.

**"They're perfect for dinner  
on maid's night out"**



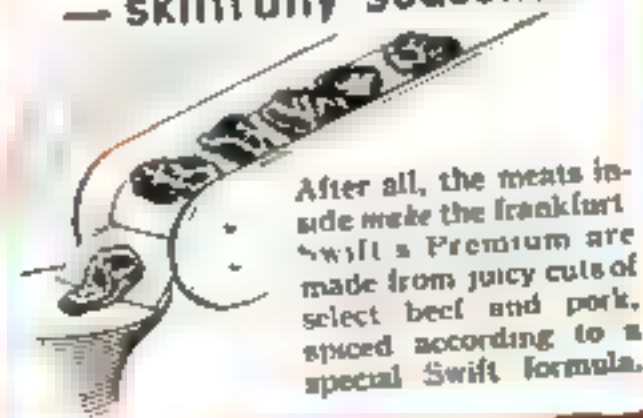
**says MRS. LAWSON LITTLE**  
*wife of the famous golfer*

The first time Mrs. Little tried Swift's Tender Frankfurts was at a party at a friend's home. Now, whenever she has a party, she serves them. They are just what she needs. With a green vegetable and a fresh fruit salad, they make a perfect dinner. Mrs. Little says she has been serving them for about 10 years.

## SWIFT'S PREMIUM *Tender* FRANKFURTS IN THE NEW LARGER "dinner" size

Copyright 1940 by Swift & Company

**Made of fine meats  
— skillfully seasoned**



**Skins "tendered" in  
pineapple juice**

Not a trace of pineapple flavor remains but the skins couldn't be more delicately tender and still retain the rich, savory meat juices. This new method (patent pending) is exclusive with Swift & Company.



**Smoked over fragrant  
hardwood fires**

In the aromatic smoke of real hardwood fires the tender juicy links are "done to a turn" emerge a tempting ruddy brown, lusciously flavored all the way through.



**In 2 sizes...Swift's Premium  
Seal on every fourth link**



Spic-and-span kitchens throughout the country also make many "SWIFT'S PREMIUM" table-ready meats: Meat Loaf, Braunschweiger, Cervelat, Luner Loaf, Bologna, Salami, Liver Cheese, Cheemal, Pot Roast of Beef, Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality!





A PHEASANT IS FLUSHED FROM A CORNFIELD IN SOUTH DAKOTA, A PARADISE FOR PHEASANT HUNTERS. AS IT WHIRLS UP, THE HUNTER FOLLOWS ITS FLIGHT WITH HIS GUN

# UPLAND GAME BIRDS

HUNTERS ARE OUT IN THE FIELDS

In early fall the hunters are out in the upland fields, gunning for quail, grouse, pheasant, partridge. These are the upland game birds who live in dry open country. Hunting them is different sport from the wet, chilly excitement of bagging waterfowl. Upland shooting is a sport of windy, sunny, open places. The hunter finds the keenest kind of pleasure tramping with his dog through the fall fields, flushing the wary birds out of the fence rows, the tall dry grass, the aster and goldenrod and hemlock and the clumps of bright sumac.

Francis L. Jaques has painted for LIFE the best-known of America's upland game birds. On the opposite page are grouse, which are considered big when

they weigh as much as 2 lb., and quail, which rarely run more than half a pound. Most beautiful of the grouse is the ruffed grouse, shown here with its tail fanned out as it is during its intricate mating strut. All grouse have wonderful mating rituals. Most plentiful grouse is the prairie chicken which lives in open fields and is so easy to shoot that in some States it has almost been exterminated.

Quail are essentially birds of the tropics but they are numerous in the U. S. The most numerous of all is the bobwhite. One of the most widely hunted American game birds, it is loved for its pleasant song but has been so sadly overshot during the last few years that in some parts of the East it has become all but extinct.

THE PHEASANT HAS BEEN HIT. FEATHERS FLY OUT BEHIND AND PHEASANT'S STRONG WINGS BEGIN TO FLUTTER AS IT PLUMMETS DOWN TO EARTH







*Spruce Grouse*



*Ruffed Grouse*



*Dusky Grouse*



*Sage Hen*



*Prairie Chicken*



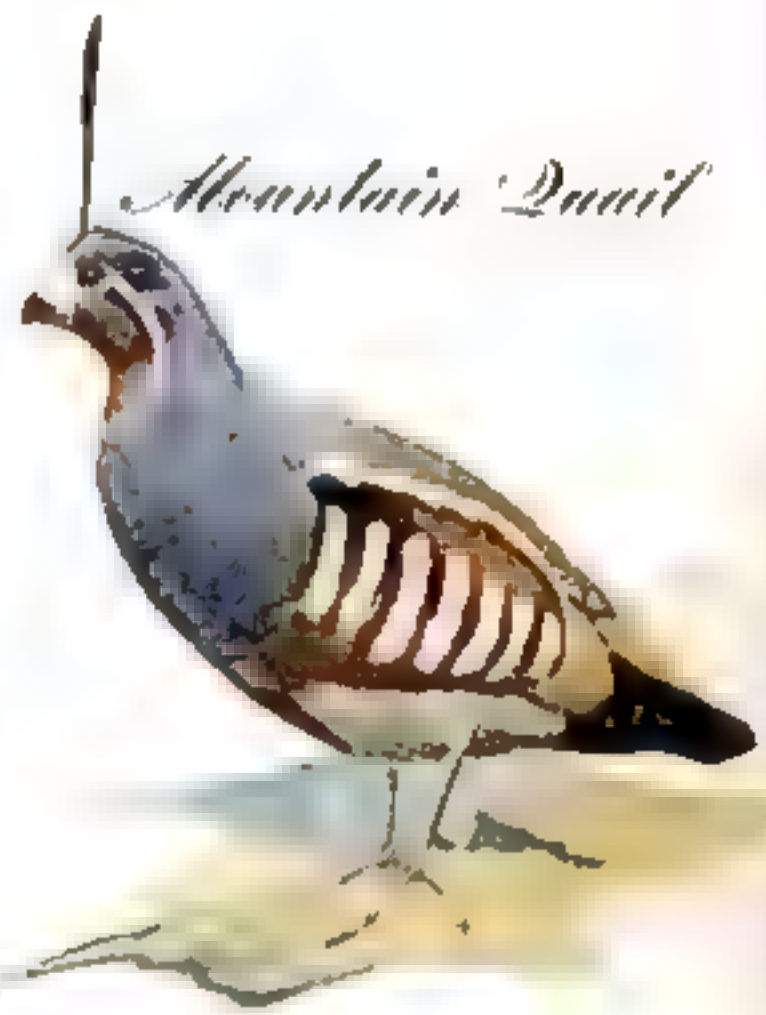
*Sharp-tailed Grouse*



*California Quail*



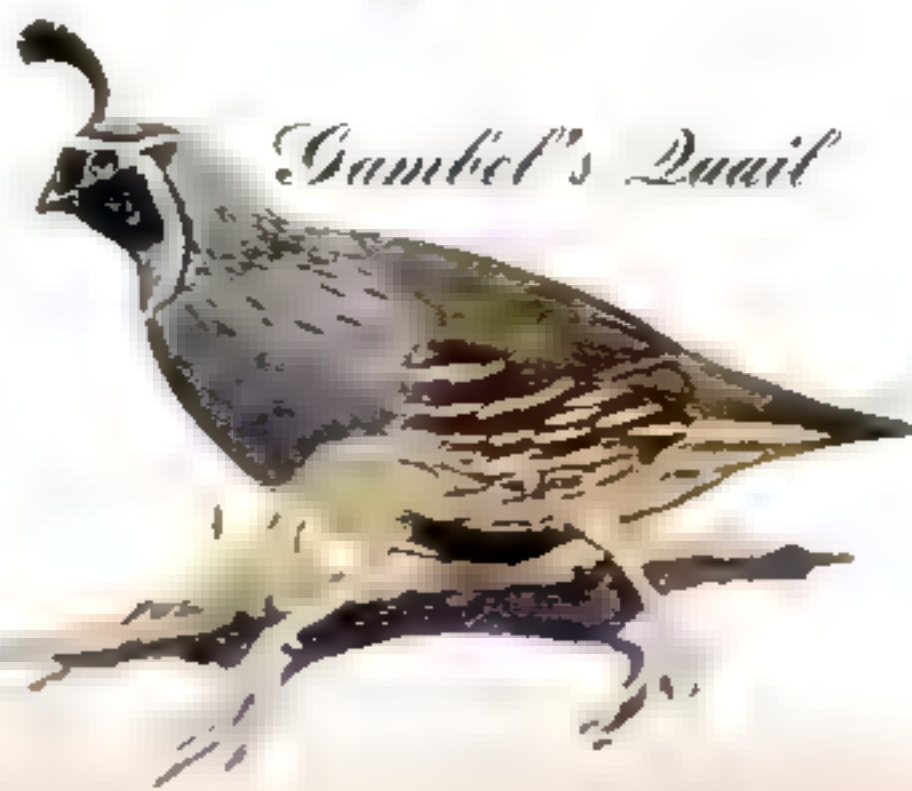
*Bobwhite*



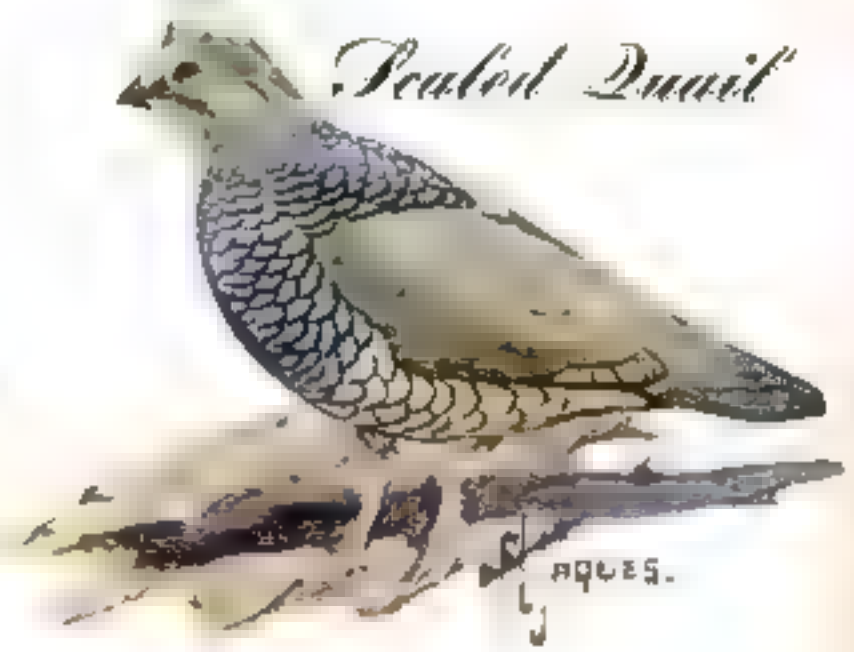
*Mountain Quail*



*Hearn's Quail*



*Gambel's Quail*



*Peated Quail*





**1** The ring-necked pheasant, a beautiful and brilliantly colored bird, is not a native American but was brought to America from Europe in 1850. The cock and hen were at first raised in state and game preserves. Pheasants are not what waterfowl are. When they fly, their short wings give off a rattling noise.

The wild turkey is a native American. The domestic turkey is its cousin, a bird which probably came from Mexico. From the wild southern turkey, the domestic turkey was introduced into the U. S. wild turkeys are now found in some preserves in the South. They are very large and powerful.





Upland game birds (continued)



Good gunning manners dictate firing only at birds directly in front of hunter. This cuts down chances but pheasants are so plentiful in South Dakota hunters don't mind.

SOUTH DAKOTA IS WONDERFUL FOR PHEASANTS

The wild turkey is not strictly an upland bird and the ring-necked pheasant is not a native American bird but both are favorites of U. S. upland hunters. Imported from China, the ring-necked pheasant is coddled in the East where it is bred in preserves and the birds are let out only for hunting. But in eastern South Dakota, where LIFE took these photographs, the pheasants introduced only 28 years ago have thrived in the open country. They have multiplied so rapidly that, although nearly 2,000,000 are shot in the State every fall, their number still is increasing.



Bringing in the bag, Peter Beaulieu of Winner, S. Dak., hardware merchant and vice chairman of the game commission, finds hands full so he carries one in his teeth.

CONTINUED ON NEXT PAGE



# Honey

BEAUTY ADVISOR

ASKS:  
"WHO WANTS TO KISS  
A RED, CHAPPED HAND?"

MARY ANN, DID YOU HEAR THE BOYS SAY? HONEY'S GIVING A PARTY TONIGHT. SHE'S HAVING SOMEONE TO READ OUR HANDS!

OH WHAT FUN. I'LL START GETTING READY NOW.

NOT BEFORE YOU FINISH THOSE DISHES, YOUNG LADY!

YOU'LL LOOK PRETTY AS A PICTURE MARY ANN, BUT YOU REALLY SHOULD USE SOME HINDS ON THOSE HANDS OF YOURS. AWFULLY RED.

OH MOTHER - I HAVEN'T TIME. BOB'S WAITING DOWNSTAIRS, NOW.

THE PARTY YOUR HEART-LINE SHOWS THAT YOU ARE IDEALISTIC IN YOUR LOVE... AND SHOULD HAVE A HAPPY MARRIAGE... BUT I MUST WARN YOU! YOU HAVE THE KIND OF HANDS MEN DON'T LIKE TO TOUCH. ROUGH AND RED...

OH, HONEY... STOP YOUR CRYING NOW... IMAGINE... MONEY AND ALMOND CREAM. EVEN ONE APPLICATION HELPS HANDS FEEL SOFTER, LOOK PRETTIER.

EMBARRASSING ME LIKE THAT IN FRONT OF ALL THOSE PEOPLE.

MOTHER WAS RIGHT... AND YOU, TOO HONEY... THAT HINDS MONEY AND ALMOND CREAM SURELY GIVES MY HANDS A SOFT, WHITE LOOK.


HINDS IS EXTRA-CREAMY, EXTRA-SOFTENING. MARY ANN USE IT EVERY TIME YOU WASH THE DISHES OR DO ANY HOUSEWORK.

SA AY... THAT WOMAN WHO READ YOUR HANDS DOESN'T KNOW 'FROM NOTHING'... I'D LIKE TO HOLD YOUR HANDS ALL MY LIFE... UP! SOFT AND SOFT.

OH, BOB... MY HANDS WERE ROUGH, BUT THEY WON'T BE ANY MORE.



Have you tried Hinds Hand Cream? Quick-softening and fragrant. 10¢, 39¢.



HANGNAILS AND ROUGH CUTICLE USED TO DRIVE ME MAD... BUT NOW I RUB HINDS AROUND MY FINGER-TIPS EVERY NIGHT. IT'S SO SOFTENING.

A FINE, creamy emulsion, Hinds Honey and Almond Cream dries fast...without stickiness. Soothes and helps ease away chapping...flaky roughness...that dry, drawn feeling. Use Hinds Honey and Almond Cream every day to help coax back the soft, white look that harsh cleansers, hard water, and cold weather take away. In 10¢, 25¢, 50¢, and \$1 sizes at toilet goods counters.

Copyright, 1940, by Lehn & Fink Products Corporation

**HINDS**  **FOR HANDS**  
and wherever skin needs softening!



## She Pays a Pretty Penny!



Coaxing curves costs American women millions of dollars each year. They try everything from exercise-salon treatments to home-bathtub reducing preparations. Yet thousands of other women get smoother figures...quickly, easily...by wearing Munsingwear foundation garments.



Figure-appeal is simple with Munsingwear "Foundettes." They've got 3-Way Control...that amazing feature which makes "Foundettes" more than molders! 3-Way Control has Vertical Stretch for freedom...Roundabout Stretch to sleeken...and Posture-Control to give a younger figure by holding you in better posture!

This "Foundette" full-length features extra-slimming waist. "Foundettes" also in girdles and pantie-girdles, knit or woven of "Lastex" yarn. At better corset departments everywhere. Munsingwear, Inc. • Minneapolis • New York • Chicago.

**MUNSINGWEAR**

*Foundettes*

FOUNDATIONS FOR AGES 14 TO 40

## Upland game birds (continued)



A day's shooting brings a big bag for the party, which lays its birds out in wheat field and admires them. The day's legal limit is five pheasants per hunter and

## HUNTERS FROM ALL OVER COME TO WINNER

During the past few years hunters have been more and more convinced that the best place for pheasant shooting in the U. S. is around Tripp County, South Dakota. Here hunters come from as far away as Texas and here the ringneck finds ideal conditions — dry sandy soil, enough water, plenty of food in wheat stubble, corn, sweet clover, thistles. They get so thick in summer that even careful motorists run over them.

Winner, S. Dak. is the seat of Tripp County. When the hunting season starts (the season: Oct. 1-20, Nov. 15-20) everybody



A dead ringneck is picked up by hunters. Although orthodox upland game shooters use dogs to flush and retrieve birds, most South Dakotans don't bother with them.





only poor shots fail to get the limit. After a couple of weeks of shooting these delicious birds are such a commonplace in Winner that a hunter can't give them away.

## WHERE EVERYBODY GOES PHEASANT SHOOTING

in Winner gets his shotgun and goes out. There is nothing very swank about Winner's shoots. The druggist goes out the first day while his assistant runs the store and the assistant goes out the second day while the druggist keeps store. The hunters drive out in their autos, stop when they find a likely field. Farmers, who like pheasants because they gobble up destructive grasshoppers, are usually very amiable about letting hunters into their fields. The hunters walk down the rows driving the birds before them. At the end of the rows the birds go up and the guns go off.



Pheasant's eggs are found in the stubble. It is distinctly unorthodox for a hen pheasant to lay eggs in autumn but it sometimes happens. Pheasants are not very smart.

CONTINUED ON NEXT PAGE



# *The People's Choice!*

● It's a landslide for Black & White...because this great Scotch gives the people what they want...fine Character! You taste it in the magnificent flavor. You sense it in the rare bouquet. And this Character is dependable...it has not varied since the famous blend was created generations ago! So choose the national favorite...vote for Black & White!



**EIGHT**  
YEARS OLD

## "BLACK & WHITE"

BLENDED SCOTCH WHISKY • 86.8 PROOF

### *The Scotch with Character*

COPYRIGHT 1940, THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK, N. Y. SOLE DISTRIBUTORS



# NEW *and Smart* SPARKLETS *for* 1941

## *Smart* IN APPEARANCE

Adds note of style to drink mixing

## *Smart* IN PRACTICAL CONVENIENCE

No bottle deposits... No bottle returns

## *Smart* IN ECONOMY

Saves trouble, saves space, saves money



• More beautiful, easier and simpler than ever to use, these new Sparklet models are *new* in every line and feature. Now, more than ever before in Sparklet history, the Sparklet way of making sparkling club soda at home—when you need it—is definitely the smart way to be a good mixer. See these new Sparklet Syphons. If your dealer can't supply you, write direct.

NEW SPARKLET, STANDARD (polished chrome).....\$5.00  
NEW SPARKLET, DELUXE (stainless steel).....\$5.99

**NEW DESIGN**—Modern styling makes Sparklet at home in any setting... with any accessories.

**NEW CONVENIENCE**—Wider mouth makes it easier to fill, simpler to clean, smoother, cleaner lines.

**NEW AND BETTER CARBONATION**—Syphon is charged from bottom, insuring thorough carbonation. Wide mouth permits inversion of ice cubes.

**NEW AERATOR**—for use in whipping cream making light, fluffy waffle batter, etc., with special Spark-Whip Blue Band Bulbs. With Red Band Bulbs charged water is prepared as usual. In stainless steel at \$7.95.



## SPARKLET *bulbs*

TAKE HOME A CASE OF SPARKLING WATER IN YOUR POCKET

5 bulbs—40c 10 bulbs—75c  
Economy package of 25 bulbs—\$1.75

**SPARKLET DEVICES, INC.**  
DIVISION OF KNAPP-MONAHAN CO., SAINT LOUIS

## Upland birds (continued)

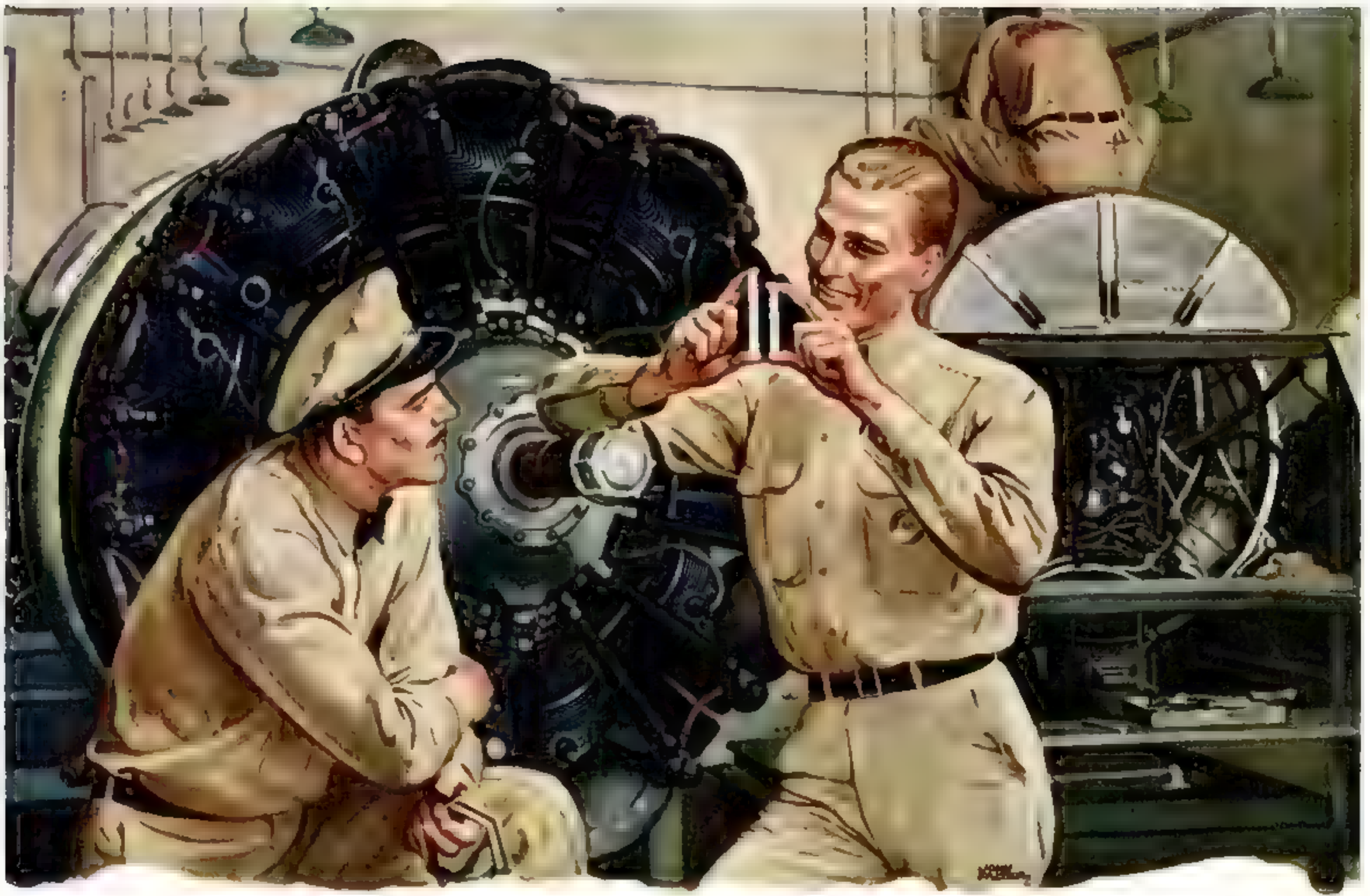


The huntress on the shoot was Ann Engelbert, wife of game warden. She shoots pheasants in early fall, ducks later on, then deer. In the springtime she hunts rattlesnakes.



The huns on her breeches were a mild nuisance to Mrs. Engelbert but their plants provide cover for pheasants. Feather in her cap shows she shot first bird of the day





## *Compare Pall Mall with your old cigarette*

### ...FOR GENEROSITY

Place a Pall Mall beside your old cigarette. The difference in value is startling. Pall Mall is over 20 per cent longer.

And this longer cigarette brings you not only more tobacco, but the finest tobacco money can buy.

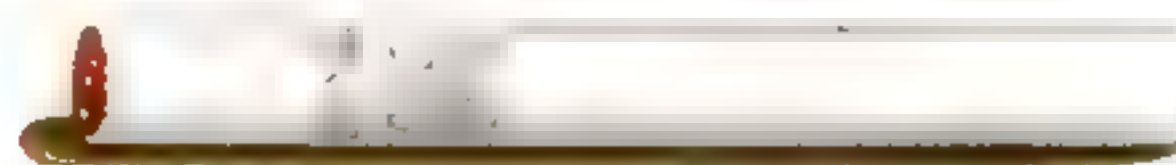
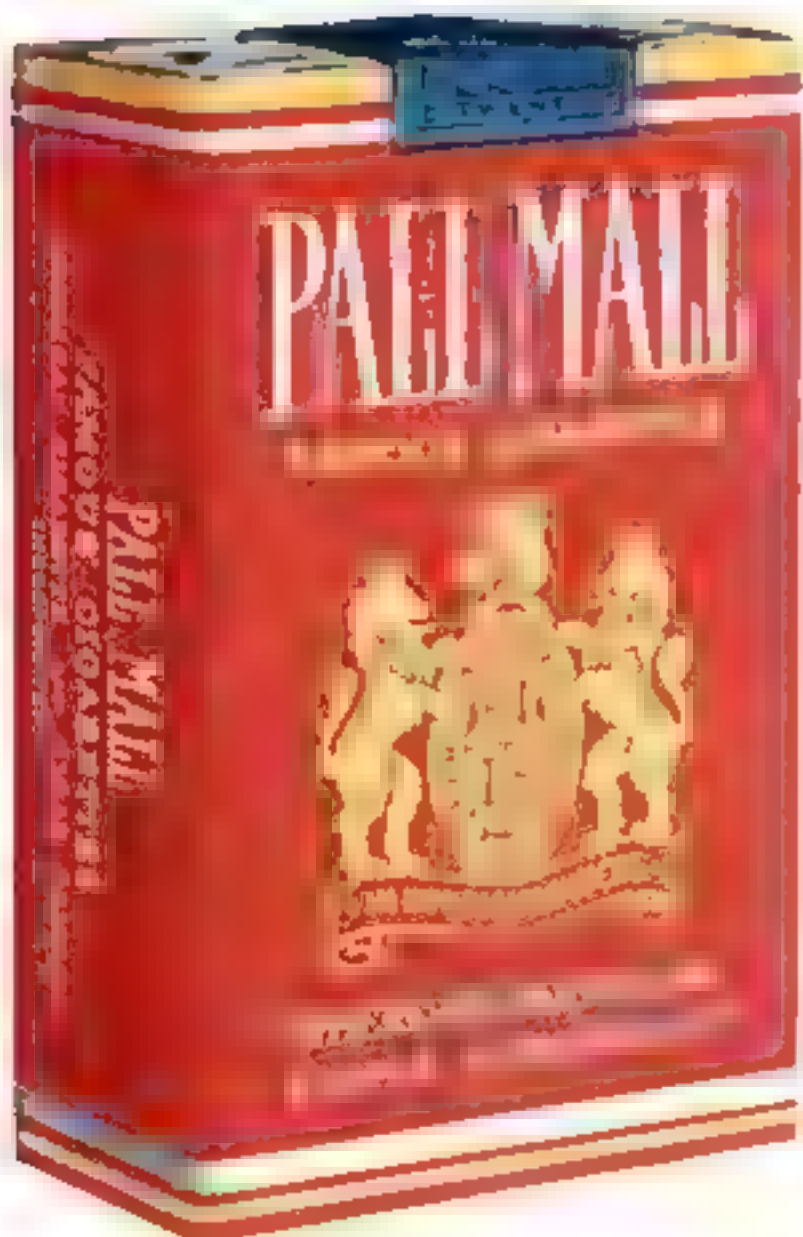
Moreover, you receive a definite service, too, for the additional length travels the smoke further, giving you a noticeably cooler cigarette.

### ...FOR SMOOTHNESS

The rich smoothness of Pall Mall is the result of re-discovering the almost lost art of BULKING — an old-fashioned, slow, deliberate method for mellowing fine tobaccos.

In BULKING, an unhurried miracle of nature transpires; harsh qualities grow mild, delicate aromas merge, permeating every shred of the superb Pall Mall tobaccos. The result is a mellower, really smoother smoke.

Yourselves, try Pall Mall critically!



PLACE YOUR OLD CIGARETTE HERE

You'll see this better cigarette

**"WHEREVER PARTICULAR PEOPLE CONGREGATE"**



FIVE GREAT WHISKIES "WEDDED" INTO

# Golden Wedding



Here you see five distinguished whiskies—4 to 11 years old. Each is prized for one rare, outstanding quality. If you could taste these whiskies separately, each would be delightful...but would lack the rich contribution of the other four. This five-fold pleasure is yours in *Golden Wedding*.

As you prefer, in Bourbon or Rye. 90 Proof. The straight whiskies in *Golden Wedding* are 4 years or more old. 11%, one straight whiskey 5 years old. 2%, one straight whiskey 6 years old. 1%, one straight whiskey 11 years old. 86%, two straight whiskies 4 years old.

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*Distinctive Character*



*Rich Body*



*Delicate Aroma*



*Luxurious Flavor*



*Stimulating Tang*



"Has Had No Peers for Fifty Years"





ON SUNDAY AFTERNOON MERLE OBERON TAKES TIME OUT FROM A HEAVY SCHEDULE OF PICTUREMAKING TO PLAY WITH HER YOUNG NEPHEWS, MICHAEL AND DAVID KORDA

# THE NEW HOLLYWOOD

Stars now build homes, live quietly and raise children

On these pages LIFE records the change that has come over Hollywood in the last few years. The days when the film capital was a papier-mâché wonderland are over. Gone for the most part is the freak element of the movies, the fast, shady, phony, fly-by-night pretentiousness that once made Hollywood a cross between Babylon and a Wild West boom town.

Today most Hollywood movie folk lead as sober, serious, hard working lives as their fellow citizens in Dubuque, Des Moines, Du Bois or Denver. Their homes, once gaudy and too ornate, are now as sensible and sound in taste as any in the country. No longer do they spend their big incomes on flashy autos, on rowdy midnight speels. Some, like Bing Crosby and Reginald Denny, run private businesses on the side. Some, like Clark Gable and Carole Lombard, have ranches in San Fernando Valley. Some,

like Irene Dunne and Loretta Young, take pride in gardens. Some, like Edward G. Robinson and Charles Laughton, collect art.

Most significant of all is the emergence of Hollywood family life. To Bing Crosby, his greatest achievement is his four sons. Don Ameche has four boys too. The appearance of children in the homes of Norma Shearer, Joan Bennett, Joan Blondell, Loretta Young and Ray Milland has given Hollywood a stability inconceivable a decade ago when a star who dared to have a child was ready for the ash can.

Good sample of the new Hollywood is the home life of Merle Oberon and her English producer husband, Alexander Korda. What rare hours they can spare from exceptionally busy days they spend, like any other business or working people, with a few neighbors or friends, or best of all, with their nephews

MERLE TAGS HER NEPHEW MICHAEL KORDA IN A GAME OF BLINDMAN'S BUFF



NOW MICHAEL TAGS MERLE. THE SCENE IS LAWN OF THE KORDA HOME IN BEL AIR



CONTINUED ON NEXT PAGE 65



# Brenda Marshall has a long, busy workday

**E**ight-hour days are not the rule in Hollywood. The makers of movies, from director down to technician, work hard and long, with a singleness of will and a concentration of effort that would break all but the most determined. Writers often watch the dawn come up over the typewriters. Producers often plan the whole night through for next day's schedule. Directors sometimes cut their films around the clock, eating meals off trays and gulping benzedrine tablets to fight fatigue. Actors are accustomed to twelve-hour shifts, plus extra preparation at night. Whole dinner parties have been known to rise and dash off to the studio at a call from Darryl Zanuck. For, when a movie costs a million dollars, a hitch, a slip, a day's delay may add thousands to the bill.

On these pages is documented a typical workday in the life of a typical starlet. Nineteen months ago Brenda Marshall came to the Warner Brothers studio after acting in New York, where she married and had a daughter. Since then she has scored in *The Sea Hawk* with Errol Flynn, will appear this month in *South of Sin* with George Brent and *East of the River* with John Garfield.

Brenda rises at 6, gets to the studio at 7. By 9, made up and costumed, she is on the set. At 12:30 she pauses for an hour's lunch. By 1:30 she has changed clothes, refreshed make-up and returned to acting. Between scenes she learns lines, tries on clothes, gives interviews, poses for publicity stills. By 7, when she arrives home, she is so tired that she drops on the sofa for a rest. Only rarely does she spend an evening out. For a girl who wants to scale the steep ladder of cinema success must study her roles at night and turn the lights out at 9:30.



Coffee, toast and grapefruit make Brenda Marshall's frugal breakfast soon after she rises at 6. She lives with

her 2-year-old daughter and a housekeeper in a house just 8 minutes from the Warner Brothers studio.



While her hair is being set at 7 a.m. by Hairdresser Doris Beyer, Brenda memorizes lines for the movie scenes that she will act during the day.



A scene on the set may last only a minute but often it is shot ten to 20 times. This is from *Money and The Woman*.



Between scenes Brenda acts for publicity and fashion pictures. Photographer Mack Elliott poses her on a ladder





Parties are rare for hard-working starlets. But on this night, Brenda (behind table) goes to a quiet housewarming for John Muschio, her agent, where she chats with Richard Greene (far left), Jane Duprez (at her right) and Lana Turner (at her left).

Early to bed is the rule for starlets. At night Brenda usually studies her script, sets the alarm for 6 and turns her lights out at 11:30. On Sunday, when the studio is closed, she relaxes with a game of golf, a book, or a swim in a friend's pool.





# “Keep fit and pretty” is first law of the movies

No community in the world spends as much time and money as Hollywood on keeping itself fit. For health and beauty are the actor's stock-in-trade. A double chin may end a career. A bulging waist may clip a picture's profits. A common cold may, by suspending production, cost a studio \$10,000 a day. Not even the best make-up can conceal circles under the eyes. Not even the cleverest acting can forestall the doom of a star who, under the merciless scrutiny of the camera, shows the withering touch of age.

Hence every studio maintains a completely equipped gymnasium and an instructor to keep contract players in the pink of health. West actors use it regularly during lunch hours or after work. Others go to Terry Hunt's Health Club (LIFE, July 15) where, in steam baths, on horizontal bars and before punching bags they whittle flabby inches off their shapes. Still others have taken to bicycling, now Hollywood's favorite exercise sport. Fully 80% use sun lamps or do exercises at home.

The three young women on this page seek that ultimate perfection of health demanded by Hollywood in their own “Sun Tan Club.” Regularly after filming hours at the studio, blonde Martha O'Driscoll (*Forever*) and brunette Adele Pearce meet at the home of Katherine McVough (*It's of the Edward Small*) publicity girl, for tuning up under artificial light-rays.

The young woman on the opposite page can get her sun tan outdoors, since she is currently between pictures. She is lovely Betty Grable who dived her way to musical-comedy fame on Broadway's *Do Re Mi*. It is a *Lady* (LIFE, Dec. 11, 1950), has just made her first movie hit in Fox's *Down Argentine Way*. While resting at her Malibu beach house before starting *The Pao Pao*, she kept her weight down and legs leaner by running on the seashore, using cartwheels, swimming and dancing in the surf.



“The Sun Tan Club” plays with a neighbor's kittens while resting under the tan pa. The girls are (l. to r.): Katherine McVough, publicity girl, Martha O'Driscoll and Adele Pearce, starlets.

IN THE EVENING, AFTER STUDIO WORK, “THE SUN TAN CLUB” GIRLS RELAX FOR HEALTH. BEHIND GLOW THE LIGHTS OF SAN FERNANDO VALLEY AND UNION AIR TERMINAL.











**Bing Crosby's family** is perhaps Hollywood's best. This rare photograph, taken by George Strock, would have been inconceivable ten years ago, when it would have wrecked an actor's career. Besides being Hollywood's proudest father, Bing runs a horse ranch, a race track

and an office building. The children are (left to right): Philip Lang, 6, Gury Evan, 7, Howard Landay, 2 and Dennis Michael, Philip's twin. Like many movie children, they go to a military school. Mrs. Crosby is Dixie Lee, former blues singer and movie actress.



**Bette Davis' knitting** keeps her relaxed at the Warner Brothers studio between takes of *All This, And Heaven Too*. Like many Hollywood stars, she is rarely seen in public and never in hot spots. She spent her summer vacation building a country home at Sugar Hill, N.H.



**Ray Milland's son, Daniel David**, is his father's chief diversion off the set. When he isn't taking innumerable snapshots of his new heir, Mr. Milland makes model ships and airplanes with the help of his young brother-in-law in a perfectly equipped home workshop.





↑ **Loretta Young's garden** is a pleasant excuse for getting out in the sun and putting her feet on the grass during her few free hours at home. She confesses frankly that she is a "horticultural dilettante," hardly knows one flower from another.

**A game of jacks** occupies Director Garsen Karni with hot Cary Grant and Irene Dunne on a set at the RKO lot. While the camera is set up for another shot, Karni, amazed at his colleagues' ignorance of the game, emphatically explains a five-point







The electoral importance of States is shown on this distorted map where the size of States varies with the number of electoral votes. Here tiny Connecticut looms twice as large as big Montana.

# THIS CHART WILL HELP

The chart below was designed by Oswald B. Lord to make it simple for the LIFE reader to keep score on the Presidential election next Tuesday night. As he gets returns over the radio and sets them down on this chart, the reader will know at a glance how the race is going.

At the left-hand side of the chart is the name of each State and the number of its electoral votes. Next is an "R" for Roosevelt, a "W" for Wilkie. In the next ten columns are figures representing the number of votes candidates may get. In the tenth column, at farthest right, is the number of votes which a candidate must get to win the State. To win all a State's electoral votes, a candidate must get just more than half the popular votes cast. These tenth-column figures, therefore, are half the total votes expected to be cast in each State, based on voters' registrations or estimates made by the Associated Press. In Alabama, for instance, where 280,000 are expected to go to the polls, 140,000 votes will win the State's eleven electoral votes.

In keeping the chart, use a heavy pencil. Better yet, use two colored pencils—blue, perhaps, for Roosevelt, and red for Wilkie. As the votes come in, chart

## ELECTORAL VOTES

R. W.

			14,000	28,000	42,000	56,000	70,000	84,000	98,000	112,000	126,000	140,000			
Alabama	11	R. W.											Ala. 11		
Arizona	3	R. W.											Ariz. 3		
Arkansas	9	R. W.											Ark. 9		
California	22	R. W.											Cal. 22		
Colorado	6	R. W.											Colo. 6		
Connecticut	8	R. W.											Conn. 8		
Delaware	3	R. W.											Del. 3		
Florida	7	R. W.											Fla. 7		
Georgia	12	R. W.											Ga. 12		
Idaho	4	R. W.											Idaho 4		
Illinois	29	R. W.											Ill. 29		
Indiana	14	R. W.											Ind. 14		
Iowa	11	R. W.											Iowa 11		
Kansas	9	R. W.											Kans. 9		
Kentucky	11	R. W.											Ky. 11		
Louisiana	10	R. W.											La. 10		
Maine	5	R. W.											Maine 5		
Maryland	8	R. W.											Md. 8		
Massachusetts	17	R. W.											Mass. 17		
Michigan	19	R. W.											Mich. 19		
Minnesota	11	R. W.											Minn. 11		
Mississippi	9	R. W.											Miss. 9		
Missouri	15	R. W.											Mo. 15		
Montana	4	R. W.											Mont. 4		



# KEEP ELECTION SCORE

them by lines drawn from left to right opposite the names of the States. In Alabama, when Roosevelt gets 14,000 votes, draw a line out from the letter "R" to the 14,000 mark. When Willkie gets 14,000, draw a line opposite "W." Continue the line across until one candidate reaches the end column or 140,000 votes. Since he has won the State's eleven electoral votes, set down the figure 11 in the vertical column headed R or W at far right. As the results come in, the chart will resolve itself into a clear, developing picture of the position of the candidates.

Bear in mind the two maps printed here. On the opposite page is the U. S. distorted to show the importance of States according to electoral votes. New York, Pennsylvania, Illinois, California, Ohio are the biggest States. None is conceded to either candidate and upon them the election will probably hang.

The map at right shows which parts of the U. S. are steadfastly Democratic or Republican. The Solid South (Georgia, Alabama, Louisiana, South Carolina, Mississippi, and usually Florida, Texas, Virginia, North Carolina) can be counted Roosevelt's. But watch the border States like Tennessee and Missouri, where a Willkie trend might be as significant as a Roosevelt trend in Maine or Vermont.



Changing allegiance of voters is shown in county-by-county map. Only in part of Solid South are many counties immovably Democratic; only in Northeast are many immovably Republican.

## ELECTORAL VOTES

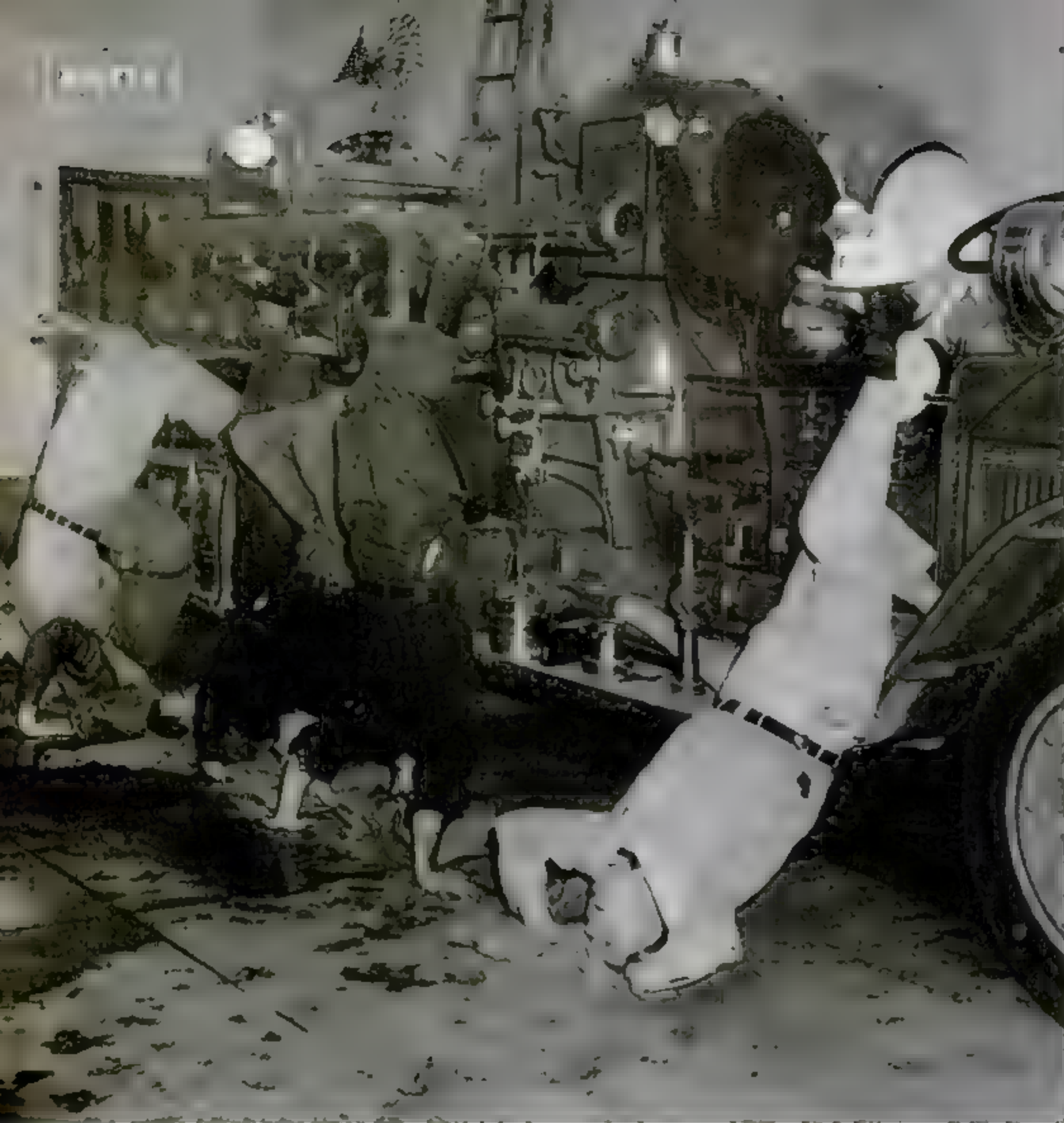
R. W.

Nebraska	7	R. W.	31,000	61,500	92,000	123,000	154,000	184,500	215,000	246,000	277,000	307,500	Nebr. 7		
Nevada	3	R. W.	2,300	4,700	7,000	9,400	12,000	14,000	16,000	19,000	21,000	23,500	Nev. 3		
New Hampshire	4	R. W.	11,500	23,000	34,500	46,000	57,500	69,000	80,500	92,000	103,500	115,000	N. H. 4		
New Jersey	16	R. W.	101,000	202,000	304,000	405,000	506,000	607,000	708,000	810,000	911,000	1,012,000	N. J. 16		
New Mexico	3	R. W.	10,000	19,500	29,000	39,000	49,000	58,500	68,000	78,000	88,000	97,500	N. M. 3		
New York	47	R. W.	310,000	620,000	930,000	1,240,000	1,550,500	1,861,000	2,171,000	2,481,000	2,791,000	3,101,000	N. Y. 47		
North Carolina	13	R. W.	44,000	87,500	131,000	175,000	219,000	262,500	306,000	350,000	394,000	437,500	N. C. 13		
North Dakota	4	R. W.	14,000	27,500	41,000	55,000	69,000	82,500	96,000	110,000	124,000	137,500	N. D. 4		
Ohio	26	R. W.	162,500	325,000	487,500	650,000	812,500	975,000	1,137,500	1,300,000	1,462,500	1,625,000	Ohio 26		
Oklahoma	11	R. W.	38,500	77,000	115,500	154,000	192,500	231,000	269,500	308,000	346,500	385,000	Okla. 11		
Oregon	5	R. W.	21,000	42,000	63,000	84,000	105,000	126,000	147,000	168,000	189,000	210,000	Ore. 5		
Pennsylvania	36	R. W.	230,000	460,000	690,000	920,000	1,150,000	1,380,000	1,610,000	1,840,000	2,070,000	2,300,000	Penn. 36		
Rhode Island	4	R. W.	16,500	33,000	49,500	66,000	82,500	99,000	115,500	132,000	148,500	165,000	R. I. 4		
South Carolina	8	R. W.	6,000	12,000	18,000	24,000	30,000	36,000	42,000	48,000	54,000	60,000	S. C. 8		
South Dakota	4	R. W.	14,000	28,500	43,000	57,000	71,000	85,500	100,000	114,000	128,000	142,500	S. D. 4		
Tennessee	11	R. W.	22,500	45,000	67,500	90,000	112,500	135,000	157,500	180,000	202,500	225,000	Tenn. 11		
Texas	23	R. W.	42,500	85,000	127,500	170,000	212,500	255,000	297,500	340,000	382,500	425,000	Tex. 23		
Utah	4	R. W.	11,000	22,500	34,000	45,000	56,000	67,500	79,000	90,000	101,000	112,500	Utah 4		
Vermont	3	R. W.	7,500	15,000	23,000	31,000	38,500	46,000	54,000	62,000	69,000	77,000	Vt. 3		
Virginia	11	R. W.	17,000	34,000	51,000	68,000	85,000	102,000	119,000	136,000	153,000	170,000	Va. 11		
Washington	8	R. W.	37,500	75,000	112,500	150,000	187,500	225,000	262,500	300,000	337,500	375,000	Wash. 8		
West Virginia	8	R. W.	44,000	87,500	131,000	175,000	219,000	262,500	306,000	350,000	394,000	437,500	W. Va. 8		
Wisconsin	12	R. W.	67,000	134,000	201,000	268,000	335,000	402,000	469,000	536,000	603,000	670,000	Wisc. 12		
Wyoming	3	R. W.	5,000	10,500	16,000	21,000	26,000	31,500	37,000	42,000	47,000	52,500	Wyo. 3		

TOTAL 531

NECESSARY FOR ELECTION 266 TOTALS





ELSINORE FIRE DEPARTMENT TURNS UPSIDE DOWN. HEADSTANDER AT RIGHT IS FIRE CHIEF JIM COX



STUDENTS OF ELSINORE HIGH SCHOOL DO HEADSTANDS

# TOWN STANDS ON HEAD

To millions of Americans last week the word of DDT seemed a world turned upside down. Wars aimed and the high-motoring business created by this generation's most exciting Presidential campaign threw life out of focus. Even familiar things wore a topsy-turvy look. In Easton, Calif., a young newspaper editor named Hub Crick set out to correct this confusion by asking the people of America to join

MEMBERS OF U. S. FORESTRY DIVISION & FRIEND



IN THEATER LOBBY, TICKET TAKER COLLECTS FROM CUSTOMER



LIFE'S PHOTOGRAPHER (LEFT) & THE MAYOR







ON ATHLETIC FIELD. MOST OF THEM NEEDED NO SUPPORT



NANCY CARTER SERVES UPSIDE-DOWN CUSTOMERS. SHE MADE ALL PATRONS DO HEADSTANDS FOR ICE CREAM SODAS

with the people of Elsmore in celebrating National Headstanding Week, Oct. 21-28.

It was an editorial written by his publisher in the *Elsmore Leader-Press* entitled, "Keep Your Feet on the Ground," that gave Crehan his impulse. "Why?" he wondered.

The more he thought about it, the more it seemed to him a bad idea to keep feet on the ground, a good

idea to lift heels in the air. People nowadays, he decided, adhered too closely to the status quo; they not only spoke in clichés, they saw in clichés. The old slogan "Hindsight is better than foresight" should be amended to "Bottomsight is better than topsight." To combat subversive activity, the U. S. should try "inversive activity." So in his weekly column, "Purviews," Mr. Crehan trumpeted this message: "Down

with the Dome! Junk the Jitters with Bottoms Up."

Support soon came from other towns and cities in Southern California. Crehan's cry even found an echo as far east as Pennsylvania. But for the most part it was the people of Elsmore (shown on these pages) who downed their domes. Crehan was not discouraged. "In a revolutionary organization," he philosophized, "numbers are secondary; the program matters most."

ISIDORE BERKOVICH, MAYOR MATICH, EDITOR CREHAN



KAY LESLIE FEEDS A MALTED TO COUNTERBOY TED ANDERSON



ASS'T. POLICE CHIEF BARKER TAKES INVERTED AIM











# WHAT KIND OF AMERICA DO WE THE PEOPLE WANT?

REPUBLICAN CANDIDATE SUMS UP HIS THOUGHTS

by WENDELL L. WILLKIE

In the past three months, Wendell Willkie has spoken about the issues of this campaign to more than 260 audiences, and by radio and the press he has reached America's literate millions. In this article he sums up, for the readers of LIFE, his thoughts on a new America.

The political platforms have been written. The candidates have stated the issues on which they are prepared to stand. In a few days we are going to the polls to give expression to our convictions. This is a declaration for those who believe in the American future.

## I. WE WANT AN AMERICA THAT IS STRONG

We are at one and the same time the greatest industrial nation and the greatest agricultural nation in the world. Therefore our strength lies in production. This is the achievement of our past and the key to our future. This is the lifeblood of our soil and the goal of our enterprise.

Our history can be written in terms of the productive power of our hands and our brains. Year after year we have learned how to make each person more effective, each person more productive. We have built factories and laboratories, we have invented tools and instruments, we have discovered new materials and established whole new industries; all for the purpose of increasing the power of each of us to produce.

The result is that each individual in America, whether farmer, worker, foreman, or manager, is many times as productive as an individual in any other nation. Each of us can produce more in less time. Each can therefore earn more. And each can therefore buy more.

That is the secret of America. That is the reason for our standard of living. That is the explanation for our radios and automobiles, our telephones and iceboxes, our consumption of electric power, our abundance of clothing and of food.

Until 1929 the progress toward abundance was almost constant. It was interrupted by depressions, but in a few years it was always resumed. This is because we never lost sight of the goal—the power of each of us to produce.

But we have never recovered from 1929. Our national income has never again reached the level of 1926. Millions of us have lost our earning power entirely, and we are told that these—the unemployed—will never go back to work.

Just why they cannot get back to work has never been made clear to us. The United States has lagged behind every other important nation in its recovery from the depression of 1929. The official statistics of the League of Nations in 1939 placed us 17th in a line of 18 countries. Even Latvia did better than we.

This we know: when we fail to produce, the delicate mechanism of our system breaks down. Its component parts split off. Geographical, social and racial groups divide, quarrel, and cast blame on one another. We become disunited. The strife destroys confidence. The failure of confidence further curtails production. More of us are deprived of the power to earn. We spiral downward toward the pit of discord.

We know that we can get production going again. We want to rebuild our productive system from its foundations—and we know how to rebuild it. We want a government which knows how and which will help us.

The great advances of our national life all have their roots in production. Production increases our comforts, our facilities—yes, and our opportunities. It helps us in the pursuit of happiness. It gives us leisure and spare time. It opens the way to education and learning; to the arts and enjoyment of nature. It makes a strong America.

So we say to you who have forgotten the secret of America: let us turn again to the wheels and to the ploughs; let us increase beyond these arbitrary limits the power of each of us to produce, the power



## The Hands of MISCHA ELMAN

Virtuoso of the Violin

An accomplished violinist at five, a pupil of the great Auer at twelve, a command artist in the Courts of Europe at fifteen, who blends vibrant, emotional interpretation with the highest technical skill a world honored virtuoso of the violin

Mr. Elman's watch is a Longines "Duke of Norfolk"



THE WORLD'S MOST HONORED HANDS  
WEAR *Longines*  
THE WORLD'S MOST HONORED WATCH

World-honored, too, is the Longines watch. Ten world's fair grand prizes, 28 gold medals, and more honors for accuracy than any other timepiece have been won by Longines watches during the past 74 years. In 77 countries the world's most honored hands wear Longines, the world's most honored watch.

Featured Longines watches are the "Hall of Fame" series. Outstanding is a smart masculine bracelet watch, two charming women's watches in the fashionable pink gold, and an ultra-thin man's pocket watch. They all have the fully-jeweled Longines movement, world-honored for accuracy, dependability and long life. They are priced at \$69.50. Longines-Wittnauer jewelers show other Longines watches from \$40; also Wittnauer watches from \$24.75, products of—

LONGINES-WITTNAUER WATCH CO., INC.  
580 FIFTH AVENUE, NEW YORK, N. Y.

LONGINES  
Hall of Fame Series  
Each Watch \$69.50



Toledo Art Museum, privately founded, is a successful pioneer in teaching city-dwellers to use their great museums more fully for the individual's own enlightenment

### WILLKIE'S AMERICA (continued)

of each of us to consume, the power of all of us to grow. Let us make a strong America.

#### II. WE WANT AN AMERICA THAT IS FREE

It is true that our land is rich in natural resources, yet these are not the measure of our wealth. Many other lands are rich in resources too. Russia's resources are comparable to ours. There are immense natural resources in parts of Africa, parts of South America, and perhaps even in China. And yet the wealth and earning power of America surpasses anything ever known to man.

The wealth and earning power of America are the direct result of our political system. And the central idea of this political system is freedom—freedom of the individual. This freedom is embedded in certain fundamental rights that cannot be taken away from anybody. Among those rights are the rights of person and of property.

Upon that foundation we can say that the state is not our master. We are the masters of the state. Our national government has limited powers; its basic purpose is to keep us from hurting one another, its design is such as to prevent any one man from acquiring control. The powers of each branch of this government are checked and balanced by the powers of the other branches.

There is magic in this system. It set us free to use our property and our talents to our own advantage.

The result was that every man in America had an inducement to make use of our natural resources, to seize upon the discoveries of science, to develop his own talents to the utmost. Every man in America was encouraged to produce as much as possible and as well as possible.

Sometimes we found that this free use of property was harmful to others; we therefore set up regulatory laws. But never, until recently, did we consider regulation more important than this freedom.

These two principles are inseparably linked: the productive power of each man in America, and the freedom of each man in America. A government that destroys our freedom destroys our productive power. And a government that tampers with our productive power tampers with our freedom.

The restrictions that the present Administration has placed on enterprise; the punitive taxation; the hostile attitude: all these have limited our freedom of adventure and lessened the inducements of production. Our market and our factories have ceased to grow.

More than nine million of us have no jobs. They are unemployed. They are shut out from our productive system. They are barred from the opportunity to produce, to earn, to make for themselves happier lives. They have become bound in a new form of slavery.

We cannot have an America that is only partly free. We cannot be divided against ourselves.

Once before we rose up as a people and fought our way out of a schism arising from the issue of slavery. We shall rise and fight again.

We call again for a leadership that will have faith in us, the people. We call again for a leadership that will set free our energies and our hopes, to build our future by our own initiative and our own enterprise. We call for a leadership dedicated before us and before God to end the slavery of idleness, to put our people back to work.

Our freedom cannot be confined. The horizons of our free America have always been and must forever be beyond the next frontier.

#### III. WE WANT AN AMERICA THAT IS RESPECTED

The world beyond our shores has changed in the last few years. People like ourselves who loved peace and freedom have been ruthlessly conquered. We know that we stand almost alone in a dangerous world.

An Alligator  
Never Forgets  
to keep you dry while  
it keeps you in style



The Coach  
\$14.75 and  
\$16.50  
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There's a world of satisfaction in owning Alligator rainwear. You know you'll be dry and comfortable without sacrificing smart appearance. All Alligator raincoats, water-proof and water repellent, are scientifically processed to give long life!  
\$5.75 to \$26.50 At Better Dealers Everywhere  
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**ALLIGATOR**  
RAINCOATS and GALECOATS  
because IT'S SURE TO RAIN!



Dramatist—writer  
—art critic, Mordock  
Pemberton stars gas-  
tronomically in the  
Society of Amateur  
Chefs—where, for a  
toast or a sauce, Mr.  
Pemberton chooses—

There's something truly finer about Taylor Wines. Taylor fans credit this to the "pedigreed" wine-grapes, personally selected by Fred Taylor, and Taylor's secret Cellar Treatment which "captures" the full flavor of these grapes. Taylor is proud of its White Tokay. Ask for it when dining out... or at your local package store. All you need to say is Taylor's White Tokay!

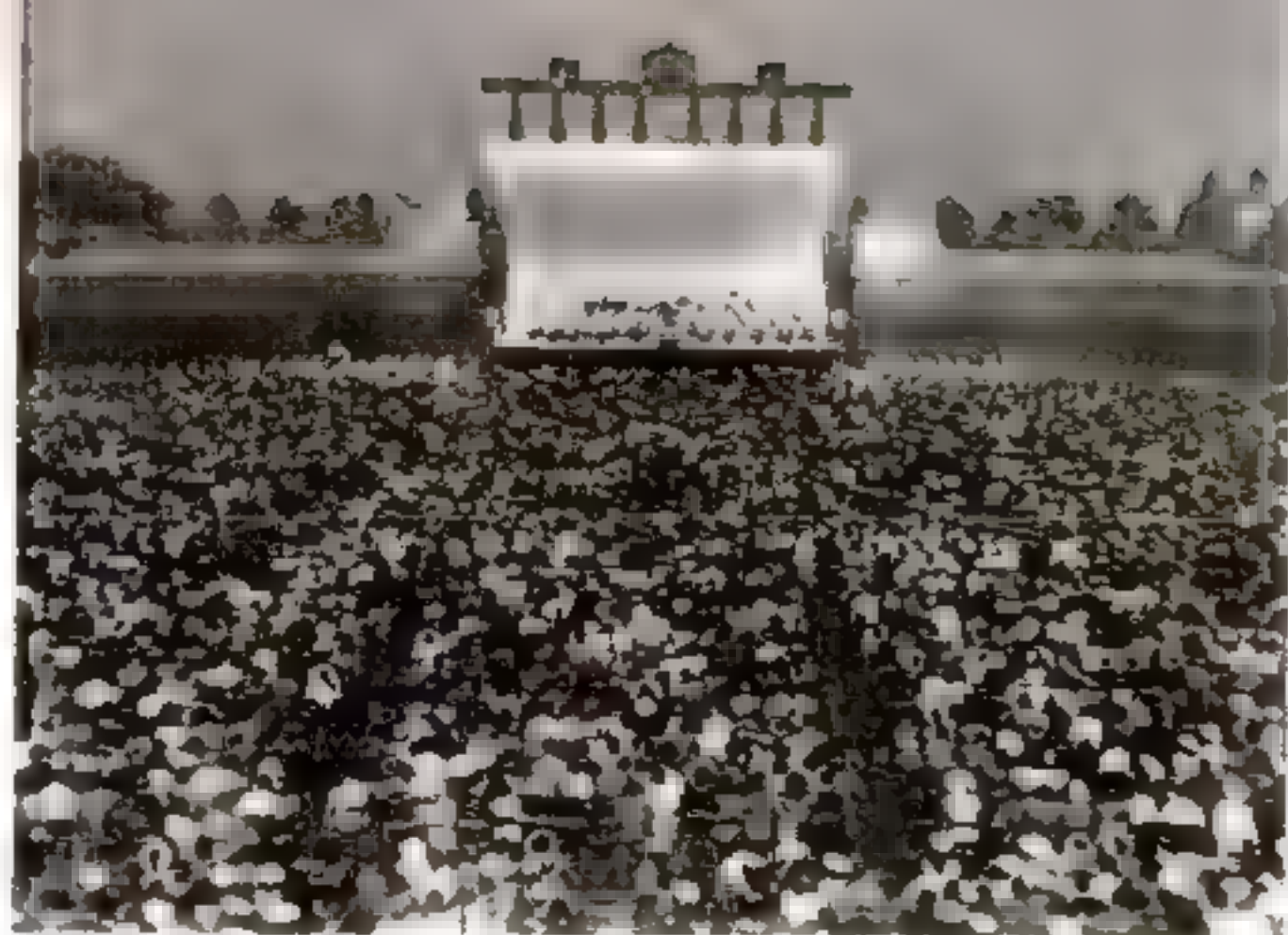
Alcohol 18% by Volume



**TAYLOR**

From the Famous Cellars of  
THE TAYLOR WINE COMPANY  
Hammondsport, New York





In the Lewisohn Stadium in New York City as many as 20,000 people gather to hear great symphonies at low prices. But the popular base of culture can still be widened.

We say that part of this tragedy is the result of the mistaken policies of our own government. This government has never realized that we are the greatest economic force in the world. In weakening our productive power it helped to weaken that of other nations—just when they most needed to be strong.

We call for a new policy. We want to stand for peaceful trade, for the extension of economic freedom in a new world that must be built. Hitherto our trade has been best with those countries that have a high standard of living. We therefore favor doing everything we can to raise the standard of living—the productive power—of those nations which believe in our way of life.

We want to hold fast to this Dream—the new American Dream—during this present crisis.

But now the world is at war, and we must face that issue.

We want an America at peace. We are a peaceful people. We want no wars over other people's boundaries, or economic or racial disputes. We want no share in foreign balances of power. We will not send an expeditionary force to fight again on European soil.

But let no dictator dare to attack our soil or our freedom. If we are attacked we will fight to the last drop of our blood to defend America. We would rather die free than live enslaved. Let aggressors beware of us, and of our sister Republics in South and Central America, and of our neighbor, Canada. We shall appease no one.

And yet we cannot fight with words. Nor can our doughboys stand up against tanks and airplanes unprotected by tanks and airplanes of their own. To preserve our dignity and to preserve our peace we must build ourselves an air force, a navy, and an army that no one will dare to attack.

These we have not got—and it will take time to get them. We condemn this Administration for its failure to start work years ago in building up at least the facilities to manufacture modern military equipment. It had at its disposal army and navy plans; it had warnings from Europe; it knew from month to month the terrible deficiencies with which we are now faced.

We recognize that there exists around us a rim of freedom, held by the British people. At the moment it is desperately necessary for us to reinforce that rim. We will not reinforce it with an expeditionary force, nor do we believe that any attempt to do so would be of much help. But we must hurry to send over everything else that those heroic people can use.

The terrible problem with which we are faced is to produce enough to help the British and at the same time build our own defenses. This is a problem in production—which this Administration has never understood. We demand a government that will know how to stimulate our industries for the greatest productive job in history.

This, and this alone, will earn us the respect of dictators and aggressors. We are shocked by the empty threats and high-sounding words that have been issued in our name—threats and words that belittle our dignity because we cannot back them up.

We are troubled by whispers and rumors that we can neither believe nor disclaim; vague fears that our peace is being jeopardized, whispers of deals and secret agreements. We don't want our government to slip us into war.

This Administration has talked a lot to the world but seldom to the representatives of the American people. We want an Administration that will work just the other way around. We want to earn the respect of other nations by talking little and making ourselves strong.

#### IV. WE WANT AN AMERICA THAT IS SECURE

In our America the real and the spectral fears which haunt our people must be banished. Our government must serve all the people by caring for the interests of those who have not the strength to

CONTINUED ON NEXT PAGE

## Now You'll *Like* Yeast!

### Mash



a cake of Fleischmann's Fresh Yeast in a dry glass with a fork. Add  $\frac{1}{4}$  glass of cool plain tomato juice . . . or milk . . . or water.



### Stir



till the yeast is completely blended. Fill glass with liquid . . . give it another stir, and . . .



### Drink



your yeast this easy, pleasant way.

If you are one of the millions who know what Fleischmann's Yeast can do for you, but never stayed with it long enough to get its full benefit, you'll now find it easy to take this new, pleasant way. Remember, for daily use, Fleischmann's Yeast is one of the richest of all common foods in the amazing vitamin B complex. Drink it last thing at night . . . first thing in the morning.



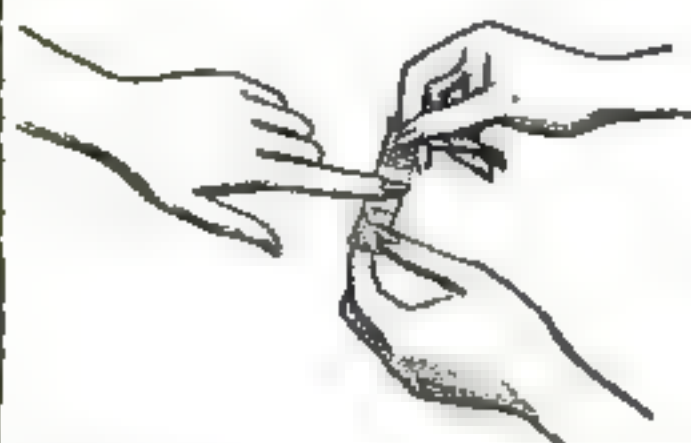
Copyright, 1940  
Standard Brands Incorporated

## Fleischmann's *Fresh* Yeast

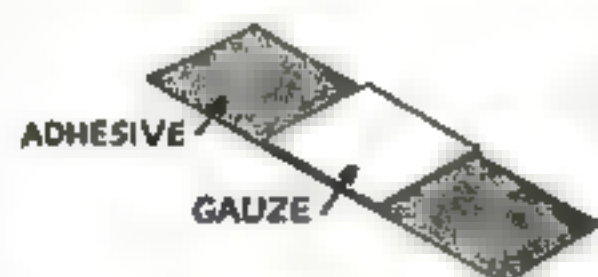
DRINK IT...TO YOUR HEALTH!



**P**INCHED FINGERS AND LITTLE CUTS  
SOMETIMES OCCUR IN OFFICE WORK.  
FOR ANY LITTLE CUT OR INJURY....



**U**SE A READY-MADE **BAND-AID** (AFTER  
TREATING HURT PROPERLY). NO FUSSING  
WITH AWKWARD, HOME-MADE BANDAGES.

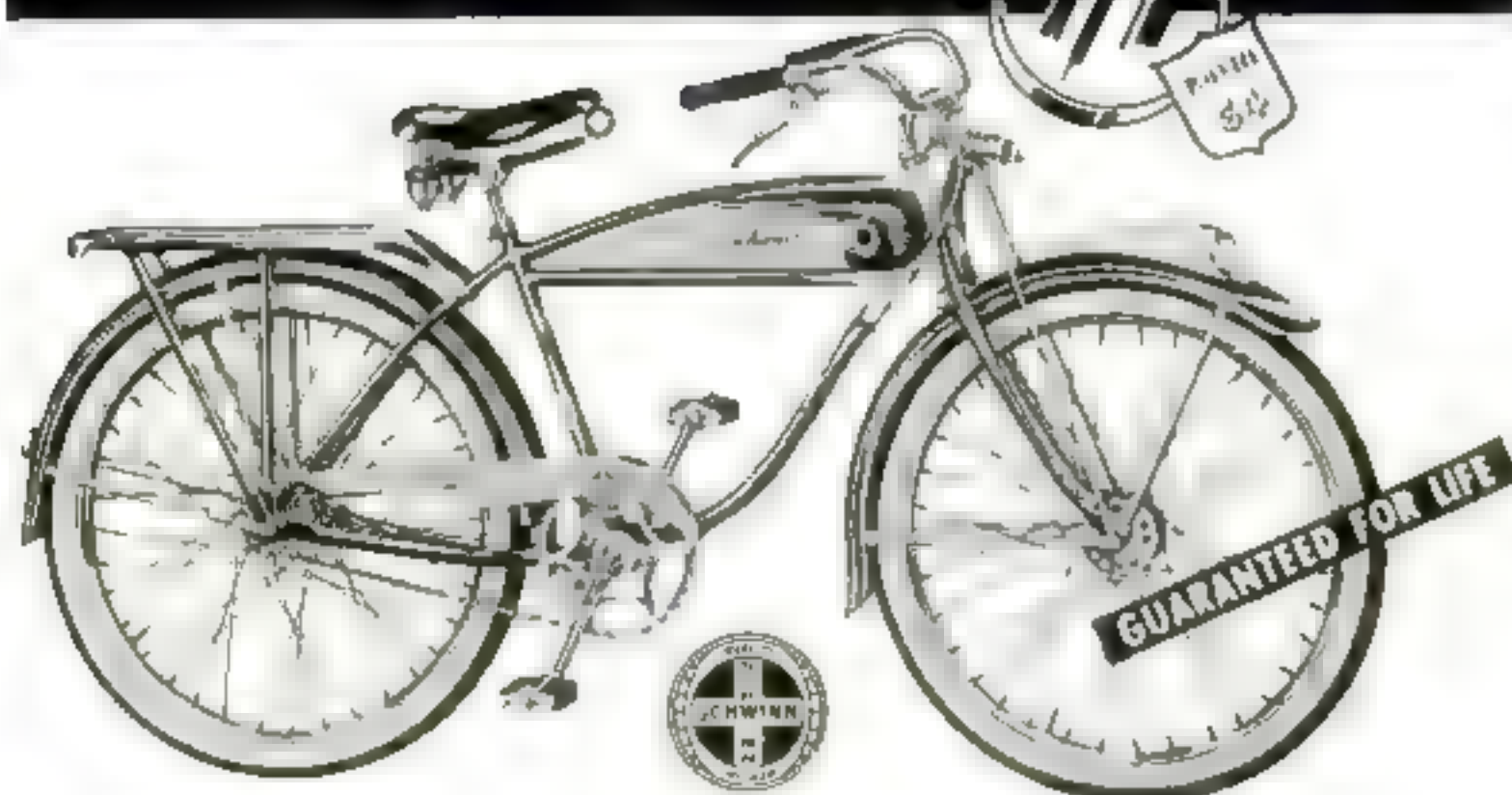


**BAND-AID** IS NEAT AND PRACTICAL.  
JUST STICK ONE ON... IT STAYS  
ON...EVEN ON HARD-TO-BANDAGE  
PLACES. IDEAL FOR CUTS, BURNS,  
BLISTERS. BUY A BOX TODAY. ONLY  
19¢ FOR 36 COMPLETE BANDAGES.



**Johnson & Johnson**  
**BAND-AID**  
Reg. U. S. Pat. Off.  
**ADHESIVE BANDAGES**

*Start your*  
**CHRISTMAS SLEUTHING / NOW**



**...for his Schwinn-Built Bicycle!**

"Schwinn!" With boys, that's the glamour-  
name in bicycles—the name that stands for  
utmost quality, speed and beauty, exclusive  
accessories, and notable safety features,  
backed by the only *Lifetime Guarantee* in  
the business! Thirty-four models to choose  
from—and they cost little or no more! . . .

You want your boy to have the bicycle he's  
set his heart on. So start your sleuthing  
now. Write for our color-illustrated book-  
let. Then see your dealer—and be sure the  
bicycle you get has the Schwinn Seal of  
Quality on the frame. . . . *Arnold, Schwinn  
& Co., 1141 N. Kildare Avenue, Chicago.*

**SCHWINN BICYCLES**  
**GUARANTEED FOR LIFE ★**

## **WILLKIE'S AMERICA** (continued)

care for themselves. We believe strength to be synonymous with production. Maximum production would provide jobs for all. It would banish the specter of unemployment, which still, nine million times multiplied, walks among us.

We also demand of our government guarantees to make the lives of all our citizens secure. We regard these obligations of the state as the function of government to prevent some of us from hurting or exploiting others.

We demand the guarantee of collective bargaining for labor. We demand a just, efficient, impartial administration of the National Labor Relations Act. We demand the guarantee of a floor under wages and a ceiling over hours for all who labor, skilled and unskilled, organized and unorganized. Likewise we demand the guarantee of unemployment insurance. We demand social security, old-age pensions, care of the aged, the blind, the sick, and dependent children.

We demand the guarantee of Federal work relief for all those not employed by private industry; but we want a rapid reconstruction of our system of free private enterprise to the end that every American shall have a full share of our good life through the secure tenure of a real American job.

We repudiate the New Deal theory that unemployment is permanent, that no government can put all our jobless back on private payrolls. We say it can be done. We condemn the waste and the inefficiency that have squandered our money in the WPA. We condemn the discrimination and the political machination that have riddled the administration of relief. Above all we condemn a system which has enslaved millions of us to a political party; a system which plays on the fears of the insecure by trading bread for votes.

We demand for our farmers the benefits of a stable agricultural policy based on soil conservation, farm credit, rural electrification, and crop insurance—all to the end that the farmer shall have a greater share in our national income, a greater stake in our common prosperity.

We demand the security of a solvent government. The greatest of all our fears is the inevitable consequence of government borrowing and spending at the rate of the past seven and one-half years. We know that government bankruptcy results in totalitarian government. We want none of it. We know that all social legislation and all social security provision is worthless in a bankrupt state. There is no security in bankruptcy.

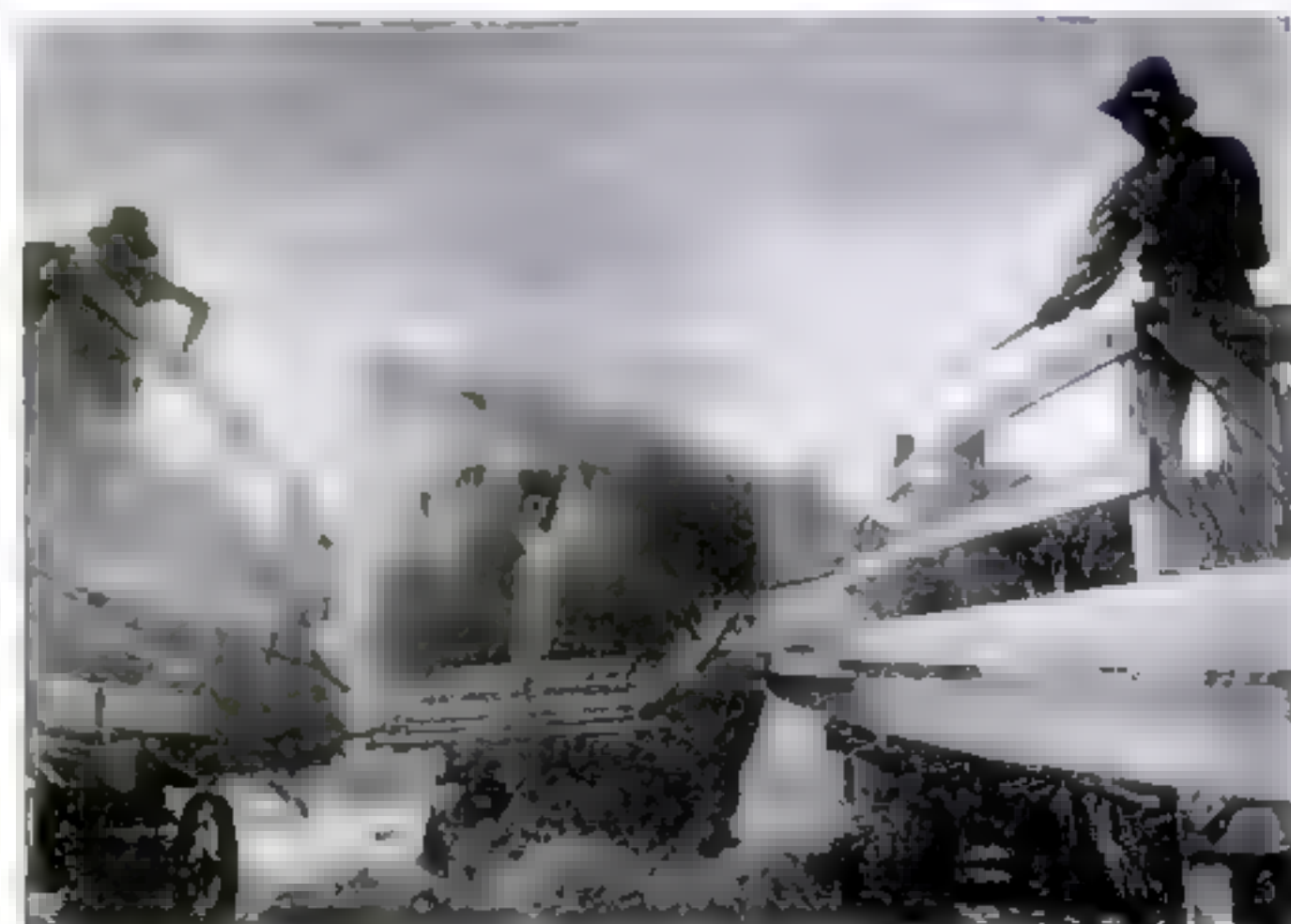
We want an America whose promises to us—social promises, financial promises, administrative promises—will be kept. We want an America that demands of us the industry, thrift, and enterprise, the toil and sweat, that made this country great. We want to work. Work is our birthright.

### **V. WE WANT AN AMERICA OF OPPORTUNITY**

The Administration which asks us to return it for the third time to power has told us repeatedly that our country can grow no more. It has told us that our land is mature, that those who would build new industries might do us a disfavor, that the task of government is to administer the resources and plants now on hand.

We repudiate every tenet of such doctrine; we declare it to be

**CONTINUED ON PAGE 32**



**Mechanization of agriculture** can be intensified. Because of our numerous machines "each American is many times as productive as any individual in any other nation."



*The Case of*  
**ED SMITH**  
*father of a family  
any man would envy*

Young Don, Kenny and little Dorothy—what a trio of lively youngsters . . . bursting with fun and the joy of life. No wonder Ed and Mary Smith are such proud and adoring parents! But though Ed has not much money to spare for additional life insurance, he knows his children are an added responsibility. And though his present insurance may be sufficient to provide for Mary, he realizes the need for extra protection until his children are fully grown.

## What Life Insurance Program for a man who needs extra protection for a limited time?

When a debt, a mortgage, or the responsibility of children in your family creates a need for additional temporary protection—term insurance is usually desirable. The premiums are low, and in The Prudential, you may take out term insurance policies for 10, 15 or 20-year periods as best fits your particular circumstances.

For a man like Ed Smith, with young children in his family, a desirable addition to his present life insurance program would be a Prudential Modified 20-Year Term policy.

**Q: What exactly is The Prudential Modified 20-Year Term Policy?**

**A:** It is a life insurance policy, issued in amounts of \$5,000 or more, which gives you protection for 20 years. If you die during the 20 years, then The Prudential will pay the insurance money to your beneficiary. At the end of 20 years, you stop paying premiums and the life insurance

protection ceases unless the policy is converted into permanent insurance.

**Q: Why do you call this a "modified" policy?**

**A:** Because it has a modified premium arrangement. During the first 3 years, the premiums are set 15% lower than during the final 17 years.

**Q: What is the advantage of that?**

**A:** It means that you get *low-cost protection right from the start*. You see, at the end of the third year any dividends that are credited to your policy may be used to help offset the increase in the premiums. Thus the *net* premium payment remains at all times as low as possible consistent with safety.

**Q: And how do the premiums compare with those on a whole-life policy?**

**A:** Because the protection is temporary instead of

permanent, and because a term policy does not have cash and loan values, the premium rate is lower than on a whole-life policy.

**Q: Can the insurance be continued after the 20 years are over?**

**A:** At any time during the 20 years, you may convert this policy to a whole-life policy *without a medical examination*. Of course, the premiums on your new policy would be higher.

Term policies represent just one of the many types of Prudential Life Insurance policies designed for a particular situation. There is a Prudential policy to fit every life insurance need . . . and a Prudential premium-payment plan to fit every purse. For further information on how your particular life insurance problem can be solved, see your local Prudential representative, or write the Home Office.

# The Prudential

HOME OFFICE: NEWARK, N. J.



INSURANCE COMPANY  
OF AMERICA



If you like **BEER**  
—you'll like it  
**BETTER**

when you  
"STOUT"  
it with Guinness

Treat yourself to the racy, full-bodied flavour of "Half-and-Half" (½ beer—½ Guinness Stout). You'll discover it's refreshing, hearty and cheery. And as thousands have done, you'll make it your extra-special drink!

Even better is Guinness straight. Order some today—at bars, restaurants or grocers.

GUINNESS STOUT is the largest selling brew in the world, made in Dublin, Ireland, since 1759. It matures over a year in oak vats and bottle until consumed. Like draught beer, Guinness is not pasteurized. Nor is it filtered. It thus contains active yeast... all its natural goodness.

## GUINNESS

IS GOOD FOR YOU

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**MONGOL**  
whispers its  
secret to all

★ Try this sound test: Fit the small end of a sample paper cone around your pencil as pictured here. Write—and listen!

The Mongol Sound Test lets you in on the reason why America prefers Mongol pencils. By sound-test comparison you can easily detect the grit and impurities found in "nondescript" cheap pencils—they scratch and rasp. The smooth gliding 5¢ Mongol is so much better that you're sure to say MONGOL to your stationer... Ask yours to conduct sound-test for you.

**EBERHARD FABER**

Finest Writing Materials Since 1849

## WILLKIE'S AMERICA (continued)

false to every belief and every practice that have made us the great nation that we are.

We are a young people and a vigorous people blessed with a young and incalculably rich land. We have the mightiest industrial energy of any people on earth, the greatest capital resources, the most productive labor, the most brilliant and daring scientific minds, the wealthiest area of free trade, unlimited natural resources, and that most priceless treasure of man upon this earth—our freedom.

We do not deal in windy theories when we make our social demands upon our Government. We know that no Federal Government can make good these guarantees without the real wealth necessary to realize them. That wealth will *not* come from spending and lending, from billions of new debt piled upon the almost fifty billions that now confront us. That wealth *will* come from working and producing, from the flow of idle capital into our stagnant economy; from the labor of millions of hands and brains eagerly waiting at the gates of opportunity.

Are there no such gates? Only a blind man could miss them.

Just in bringing our present plant up to date there are millions of opportunities. America has become a land of old houses, old railroad equipment and old machinery. These are basic industries which create jobs elsewhere when they revive.

Then there are *new* industries. Our Government does not seem to realize that we have made more scientific progress during the last ten years than ever before in history. New inventions and processes are piled up in our laboratories waiting for someone to release the capital that is piled up in our banks. The only thing that will release this capital for these inventions is a new administration with confidence in us, in our energies, in our inventiveness, in our creative power.

Besides the new inventions there are young industries like aviation, which is on the threshold of a vast development. There is television, which Government bureaucracy has throttled. There is the chemical industry, which will build us a new world if only we will release it. A new rubber industry waits for development. We shall have new markets for our farms; a new textile industry; and vast expansion in the use of electric power.

Far from being finished, this world of ours is on the verge of a new transformation—a transformation that may carry us as far as we have already come since our country was founded. But to get this transformation we must have a government that will release our energies.

To this new world we call our youth. We say to them, beware of hopelessness. Stand by us. Help us to defend our freedom. Our freedom is your freedom. And you will need your freedom to build that world.

## VI. WE WANT AN AMERICA THAT IS UNIFIED

When our nation is growing, when our opportunities are infinite and varied, when there is a demand for men and a demand for capital, then it is easy for all of us to work together. Under those circumstances each man's interest furthers the other man's interest; the profit of one is the profit of all; each profit opens up new opportunities for profit; each job makes more jobs.

But when there is a ceiling on industrial growth; when opportunity is restricted and jobs are few, then each man's self-interest begins to work against that of the other man. Bitter jealousies are born. Men form into antagonistic groups, each trying to cut the throat of some other group. Labor divides against capital and capital against labor. The society begins to break up into warring classes. And in these periods of depression, in spite of our traditions, and in spite of the strong protection of our civil liberties, even racial groups are formed, each accusing the other of sinister crimes.

In these times, we believe, it is all too easy for politicians to exploit this war to their own advantage. Playing one group off against another, or one class off against another, they make votes for themselves on imaginary issues and emotional attitudes.

We in America have never reached that stage of demoralization. Yet we believe that the depression of the last eleven years, in creating millions of unemployed and strangling business opportunity, is rapidly pushing us in that direction. We have seen the European democracies fail, and we know that the cause of their downfall was not entirely external. They fell within themselves. They were weakened by dissension, doubt and hesitation, and by all those conflicting forces generated by free men when opportunity and jobs and confidence are taken away from them.

We must punish traitors and enemies in our midst who can be

JOIN AMERICA'S LOUDEST  
CHEERING SECTION...

FOR *Pedigree*



STOCKINGS

\$1.00 PAIR



Wear one pair and you'll be a lifetime fan of Pedigree Gotham Gold Stripe stockings... stamped with the "Quality Tested" seal of approval of the Better Fabrics Testing Bureau.\*

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It's free for the asking! Gotham's "Color Clues" for 1940-1941.

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SILK HOSIERY CO., INC.

200 MADISON AVE. • NEW YORK CITY

GOATHAM GOLD STRIPE NYLONS BEST BY TEST



MY MASTER  
Takes No Chances!

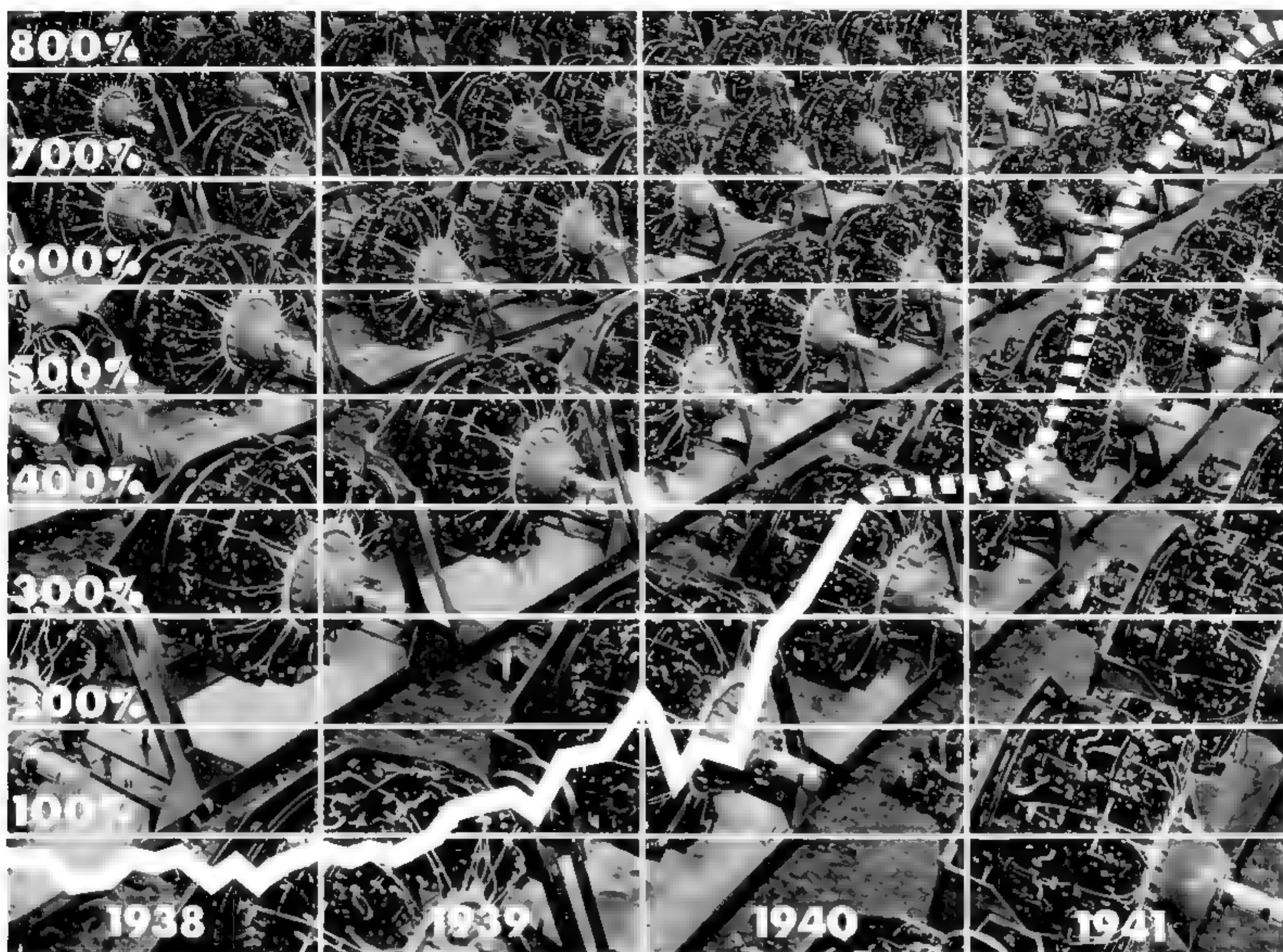
• Don't take chances by letting your dog chew small bones. Feed him Red Heart 3-flavor Dog Biscuits instead. Like bones, they furnish solid nourishment, calcium, vigorous gnawing exercise. Yet unlike small bones, they cannot splinter to cause serious (often fatal) throat, stomach, and intestinal disorders.

This economical, wholesome food helps clean and protect teeth and gums. Made of fresh meat, meat and bone scraps, marrow meat and bone, dry skimmed milk, fresh egg yolk, cereals, malt, and wheat germ. May be fed as a basic diet or with Red Heart Canned Dog Food. Insist on Red Heart Dog Biscuits—heart-shaped or kibbled. 3 flavors—beef, fish, cheese—in every package. John Morrell & Co., General Offices: Ottumwa, Iowa.



RED HEART *The 3* DOG BISCUITS





# *17,000 Engines*

## **FOR THE ARMY AND NAVY**

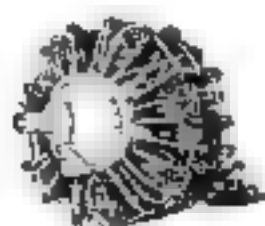
This month finds Pratt & Whitney Aircraft swinging full blast into the biggest job in its history. 17,000 aircraft engines must be delivered to the United States Army and Navy under the National Defense program.

A real challenge . . . but Pratt & Whitney is meeting it. In three swift plant expansions, its production rate, as shown by the chart, has already been quadrupled in the past eighteen months!

Most of this expanded output has been going to Great Britain. So, weeks ago, long before these additional 17,000 engines were

actually ordered, a fourth major expansion was initiated. When this program is completed, Pratt & Whitney's daily production will be more than 8 times the rate for early 1939 . . . an eloquent example of the vigor and resourcefulness of the nation's aircraft industry in meeting the double demand at home and abroad.

**UNITED AIRCRAFT**  
**CORPORATION**  
 East Hartford, Connecticut



\* PRATT & WHITNEY ENGINES \* VOGHT-SIKORSKY AIRPLANES \* HAMILTON STANDARD PROPELLERS \*



## PRO AND CON SMOKERS BATTLE



*They disagree about this genuinely AROMATIC Pipe Mixture . . . you either like or dislike it.*

Bond Street is too different for all tastes. But you know tobacco. Here is "custom-blend" flavor and bite-free coolness.

In fairness to yourself—open a tin of Bond Street. Sniff the rare, aromatic tobacco. Light up a pipeful . . . smoke it around the house. Even women like the aroma!

Get a pocket tin of Bond Street today . . . 15¢. It may well be the smartest smoking-move you ever made!



Today—try a tin of  
**BOND STREET**  
Pipe Tobacco

A Product of PHILIP MORRIS

## WILLKIE'S AMERICA (continued)

proved to plot against us. We must stand guard against the Fifth Column, wherever it may start to form. But vengeance and witch-hunting will not protect us, hatred will not protect us. We must do something more than put the Fifth Columnists in jail.

It is a positive faith we need, an affirmative stand, a mighty proof of America.

We must bring our people back together. For this the responsibility lies with each one of us. Each one of us must in some measure deliberately examine his own jealousies and prejudices. Each group must find with its rival group some area of agreement within which both may operate. Specifically, the practice of collective bargaining should become, immediately, a creative force to establish contracts and understandings of benefit to both capital and labor.

But we cannot accomplish this by ourselves. We need leadership. We need a leadership that believes in us; a leadership that understands the great resources that are within us when we work together.

Such a leadership must be confident of the American future. It must understand production, it must know how to put us back to work.

We know that we must build the strongest defense armaments on earth to keep aggression from our shores. But we also know that before one new gun is mounted or one new ship launched or one new soldier trained, we must have a greater and more formidable defense. We must have the greatest of all defenses, the defense which is the strongest armor of the incredible British; the defense of a unified nation. We must have a nation united in spirit, in action, in will, in loyalty, in militant determination that American democracy shall not go the way that the continental democracies of Europe have gone.

### VII. WE WANT AN AMERICA THAT IS ENLIGHTENED

We have built our democracy on the foundation of liberal and universal education. Nothing shall undermine this foundation; nothing shall darken the windows of our children's minds. We know the processes of tyranny; we know that barbarism entrenches itself through perverting the minds of children. We shall keep our schools and universities free; and we shall keep our children in them throughout their youth.

For all our people we hold the aims of basic security; the security of food, clothing, and shelter; of insurance against old age and want, of care for those who cannot help themselves. Beyond those basic securities lies the good life. We expect an ever-widening share in that life for all our people.

We expect to enjoy more widely the inspirations and pleasures of the arts. Literature, music and the graphic arts have grown vastly in the appreciation of our people; they shall grow more. We intend that culture and the good life shall not be the prerogative of any group, class, or section; they shall be available for the free choice of all. We hold that our culture is a measure of our freedom. Our books, our theater, our architecture, our music, our sculpture and our painting are among the arts of peace which will shape a better world.

It seems to us altogether proper that the Federal Government should give encouragement to our cultural efforts. We would not confine such encouragement to projects for the relief of the unemployed. We would extend it in the form of grants-in-aid to communities throughout the nation who desire to build instruments and institutions for public enlightenment and culture. We hold that each State or each city is best equipped to know and meet the cultural wants of its citizens.

We hold that the essence of American life is every individual's

Outpost on a new industrial frontier is this soybean processing factory at Ford's River Rouge plant. Other new frontiers include television, chemicals and synthetic rubber.



**CLICQUOT CLUB**  
SPARKLING WATER (SODA)

IN FULL, 32-OUNCE QUARTS AND  
SMALLER SIZES

**Too Much Acid?**



**Bisma-Rex**  
relieves  
gastric acidity

and saves you the suffering, loss of efficiency and time caused by upset acid stomach. Millions of busy men and women rely on Bisma-Rex to keep them fit and free from stomach discomfort. Your nearby Rexall druggist has this pleasant-tasting, safe antacid in the liberal-size, 50-cent package. (In Canada 75c). Ask him for Bisma-Rex by name, today.



For sale wherever you see this sign





# The lady who never grows old



• This picture introduced Sani-Flush—24 years ago. It marked the end of a nasty job. Because Sani-Flush cleans toilet bowls without scrubbing and scouring. The same scene—brought up to date—appears on the Sani-Flush can today. Here is the easiest and best known way to keep toilets clean and sanitary.

Just sprinkle a little Sani-Flush in the bowl twice a week. It's as easy as that! Sani-Flush even cleans the hidden trap—cannot injure plumbing connections. (Also effective for cleaning out automobile radiators.) See directions on can. Sold by grocery, drug, hardware and 5-and-10c stores. 10c and 25c sizes. The Hygienic Products Company, Canton, Ohio.



**Sani-Flush**  
CLEANS TOILET BOWLS  
WITHOUT SCOURING

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by the mountain people of New Mexico



If you want real distinction in your ties here it is for only \$1. Ever since the 17th century the Spanish people here have been raising sheep and weaving wool. And our colorful landscape makes them natural artists. The result in their hand-woven ties is unbeatable! Lovely patterns and colors. All wool texture (marvelous with tweeds), made up to tie right and hang right. Can be cleaned again and again. Sold direct from weavers, only \$1 postpaid anywhere.

WRITE for my Rainbow Folder of 62 choices, with fabric sample. See why my customers are constantly asked: "Where did you get that tie?" Write now.

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**Marlin**  
HIGH SPEED  
BLADES

ZIP OFF WHISKERS LIKE MAGIC  
TWENTY 25¢  
SINGLE EDGE  
15 for 25¢

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THE MARLIN FIREARMS CO.  
NEW HAVEN, CONN.

freedom to enjoy it in his own way. This may mean the symphony, or it may mean football games. It may mean traveling art shows and the fine teaching program of the Toledo Art Museum; or it may mean the radio. It may mean access to the treasures of our public libraries, or it may mean the movies. For most of us it means a taste of all these things and many more. It means the freedom to express ourselves in the many moods of our varied regions and peoples.

It is our dream to open to all our people the way to the enjoyment of life. We can do this only if we produce, only if we are creative. Only through jobs which we hold securely; through leisure that is not idleness; through wages that buy us more—much more—than the necessities of life, can we enjoy the good life of enlightenment, of enjoyment, and of American freedom of choice.

### VIII. WE WANT AMERICA FOREVER

We want the America that we know and love and trust—the America whose name means Liberty. We want for ourselves and for our children the Republic formed by our Constitution, served by George Washington, counseled by Jefferson, Madison, Monroe and Jackson; the Republic saved by Abraham Lincoln. We want an America guided today and tomorrow, as it was guided yesterday, by the spirit of those men.

We have in this year of 1940 a deep responsibility to ourselves, to posterity, and to civilization. We know that if American democracy perishes now, democracy will perish from this earth. Only by wisdom, only by prudence, only by reverence for American tradition, and by understanding of American problems, can we guide our beloved country through the dangers of a world in flames.

We can do it through strength. We can do it through faith. We can do it through unity under trusted leadership. We can do it through a sense of moral responsibility and a willingness to sacrifice. We are not ashamed in our cause to speak those words and invoke those vows which in most men's hearts lie too deeply buried for utterance. We are a crusade; we are a declaration of faith; and like other defenders of faiths we are indifferent to scoffers, to cynics, and to ridicule.

Our cause is the vow to preserve American democracy. We are aroused. We are pledged. We are sworn to preserve the land of liberty that was laboriously built and devotedly handed on to us. We are sworn to hold the torch of Liberty on high; we are sworn to keep it burning. We are the sons and daughters of the English who set forth to hardship in the wilderness for the love of freedom. Of the French who fled from tyranny to a new land of liberty. Of the Dutch who sought for peaceful trade. Of the wise and gentle men of Heidelberg and Leipzig and Göttingen, whose dream of freedom we have cherished in the new world.

We are the sons and daughters of men from the dark continent who, for their sufferings, have rewarded us with songs and faith. We are the children of the valiant people of the North who till our great free lands. We are the children of the devout Irish who came to build our cities. Of the men and women from the land of Dante who brought us laughter and their willing toil. We are the sons and daughters of seekers of freedom who streamed from the ghettos of Kiev and Kovno and Lodz and Vilna to make our clothes and play our music and keep our shops. We are the children of the brawny Slavs who sweated out our miracle of industry in the furnaces and pits and mines and smelters.

We are the American people; we are mighty and terrible and aroused. We will keep this country we have built; we will keep it or we will die for it. We will march as we marched before to the battle for our unity, saying with Lincoln, our most beloved leader: "We will nobly save or meanly lose the last best hope on earth."

Streamlined trains are now but few. This picture of a streamlined coach hitched to an old-style train is significant. Replacement of old rolling stock would create many jobs.



# BETTER your drinks with BACARDI



YOU KNOW the incomparable  
BACARDI Cocktail...

But you're missing something if  
you haven't tried the BACARDI  
Collins, Highball, Cuba Libre,  
Old-Fashioned, or Sour.

Make them with BACARDI and  
taste the wonderful difference!

Use BACARDI Gold Label, from  
Cuba, the world's finest rum...  
or BACARDI Amber Label, the  
finest Puerto Rican Rum... at a  
popular price.

For the BACARDI or Bacardi-Daiquiri  
Cocktail use BACARDI White Label,  
from Cuba, the world's finest rum... or  
BACARDI Silver Label, the finest Puerto  
Rican Rum... at a popular price.

THERE'S A DIFFERENCE  
WORTH KNOWING!

RU-89 PROOF—Schenley Import Corp., N. Y. Corp. 1940



## Advance Notice

TO THE READERS OF

## TIME and LIFE

In response to many requests, a limited edition of

## TIME'S ATLAS OF THE WAR

containing TIME'S widely praised four-color strategymaps

WILL GO ON SALE ON THE NEWSSTANDS  
NOVEMBER 10, FOR ONLY 10¢ THE COPY



- 1 **ECONOMIC EUROPE**—showing the new frontiers, and where the warring powers get most of their supplies of essential food, oil, metals and munitions.
- 2 **SOUTHEAST ENGLAND**—showing the French Channel ports and the cliffs of Dover and the cities being bombed.
- 3 **THE BALKANS**—where five nations may soon lose the remnants of their independence to Hitler or Stalin or Mussolini.
- 4 **THE EAST INDIES**—where Japan may start a new Asiatic war this winter.

- 5 **THE CARIBBEAN**—showing America's new air and naval bases—advance guards for the Panama Canal.
- 6 **ALASKA**—where the stepping stones of the Aleutian Islands stretch out to within 700 miles of the Japanese Empire.
- 7 **CANADA AND THE UNITED STATES**—and the strategic routes along which the United States Army believes an invasion from the East would most likely come.
- 8 **THE NILE VALLEY**—where the heaviest fighting of the winter may take place.

### TIME-readers know these are no ordinary maps



**THEY** help you see the country as if you were looking down on it from an observation balloon—and help you understand the military movements of men and tanks and ships and planes all over the world.

Prepared by America's leading cartographer-artists under the direction of the Editors of TIME, everything unessential has been stripped away to emphasize militarily important physical features—in accordance with TIME's 17-year-old purpose of making the significant aspects of the news quickly

and vividly understandable.

The maps themselves measure 17 by 11½—are printed in their full original colors with accompanying text—and are so bound in the Atlas that they may be removed for framing without defacing.

To keep the price so low, they are reprinted from the original plates used in TIME—which can withstand only a limited number of additional impressions. Consequently, the run will be small—and interested readers should get their copies of the Atlas early.

## THESE ARE THE THINGS THAT PEOPLE THREW AT CANDIDATE FOR PRESIDENT

"I went around this country twelve years ago," said Al Smith last week. "The Lord knows I met an awful lot of people that hated me . . . but, outside of burning some crosses along the line of the railroad tracks, they treated me courteously. . . . Tell me what has happened in this country that a lovely American lady like Mrs. Willkie can't accompany her husband in a crusade to save this country without being spattered with eggs!"

Other Presidential candidates, from Lincoln down, have been reviled and slandered, but not within memory has a major candidate been pelted with missiles by his fellow Americans. Below, LIFE has collected and photographed duplicates of all the things thrown at Wendell Willkie up to Oct. 26.

Mostly Willkie took his beating with a grin but when an egg hit him on the temple in Chicago and another spattered on Mrs. Willkie's dress, he lunged toward the man who threw the egg, his eyes blazing with anger. Moment later he recovered his temper.

Democratic bigwigs deplored the hoodlum violence, as well they might for it was winning Willkie votes. But Al Smith laid it directly to the New Deal's "setting up of class against class."



CHICAGO, EGGS



INGLEWOOD, CALIF., TOMATO



DORCHESTER, ICE-CREAM STICK



MISSULA, MONT., TOMATO



PORTLAND, ORE., EGG



GRAND RAPIDS, ROCK



ROWE, N. Y., TOMATO



BOSTON, LIGHT BULB, VEGETABLES



NEW YORK, WASTEBASKET



HAMMOND, IND., BAG OF GRAPES





IN SUDDEN ANGER WILLKIE LUNGES AT MAN WHO HIT HIM WITH EGG



FOND DU LAC, WIS.: TOMATO



WORCESTER, MASS.: TOMATO, EGG



EVANSVILLE, ILL.: EGGS



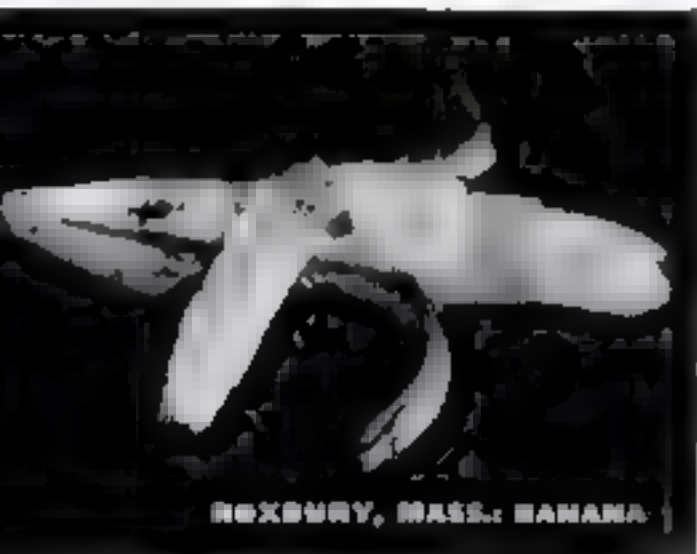
BROCKTON, MASS.: ROCK



CLEVELAND: TOMATO



ST. PAUL: VEGETABLES, FRUIT



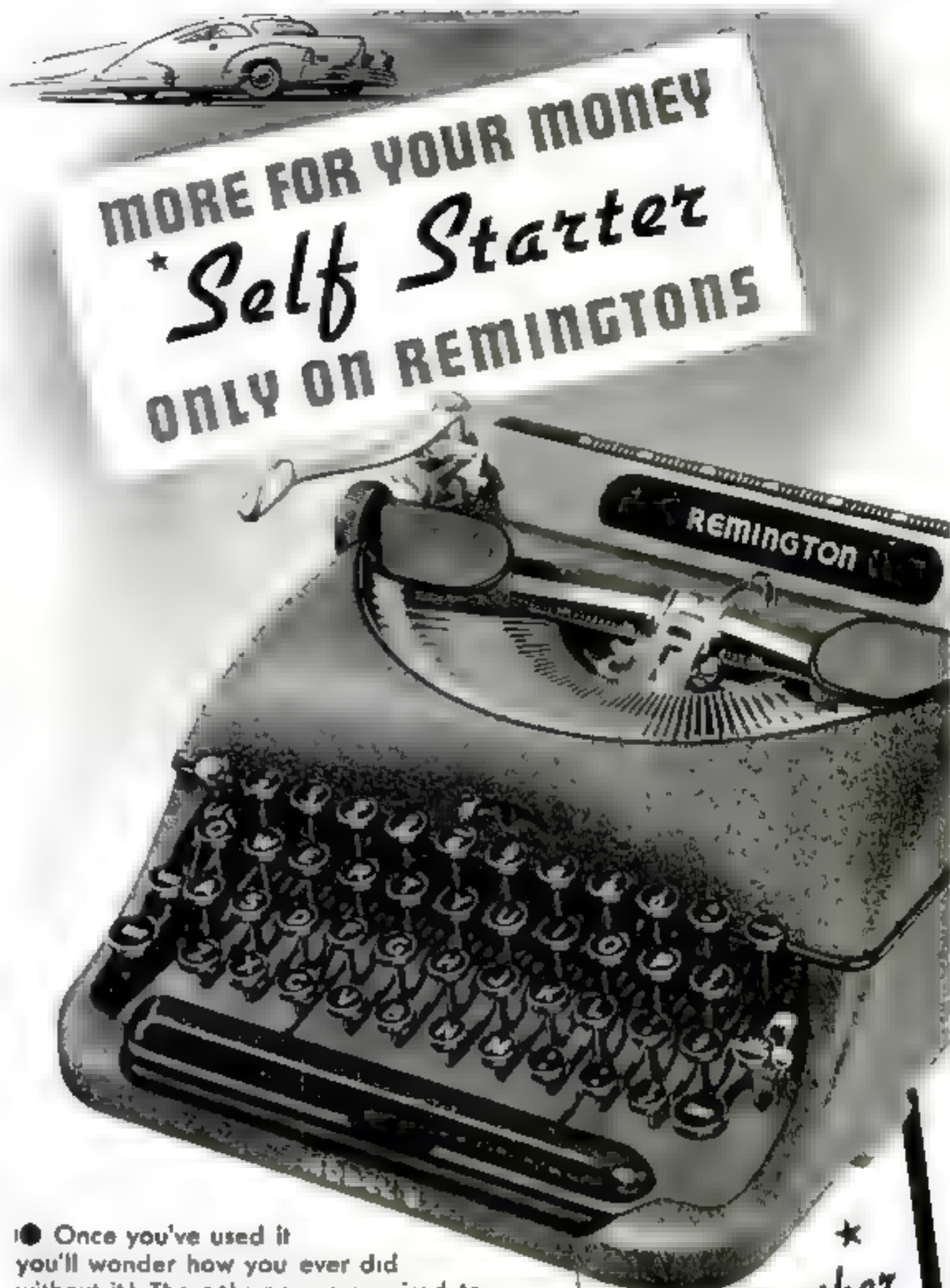
ROXBURY, MASS.: BANANA



PONTIAC, MICH.: EGGS



SEYDIE: CHAIRS, ETC.



Once you've used it you'll wonder how you ever did without it! The only power required to operate Remington's Self Starter is just a tap of your finger. Tap once and you are ready to start a new paragraph—tap twice to indent for a quotation—three times for a list of names or figures, and so on. See this amazing development at your nearest Remington Dealer's. See also the new 1941 Line of Remington Portable Typewriters—finest in history! Six models to choose from including the famous Remington Noiseless. Remington Rand Inc., Buffalo, N. Y.

### Another Exclusive Remington Feature

A little key on the Remington Portable makes paragraph spacing automatic. That little key is Remington's exclusive Self Starter. Typists who use it say it's TOPS!

## Remington Portable Typewriters

### FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A Special Shave Cream—It Needs No Brush—Not Greasy!

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition, Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. Without the usual soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

Free—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-22, Glastonbury, Conn. Offer good in U. S. A. and Canada only.



"I EAT PLENTY YET I'VE GOT NO STEAM!"

Food of the right kind is as necessary to a dog as to a human. Spratt's contain wheat for stamina, meat for energy, and are crisp baked to safeguard teeth and digestion. That's the true dog diet you get in Spratt's Meat-Fibrine Biscuit Foods. One pound is equal in feeding value to two pounds of lean meat. Spratt's are economical, too, for they contain a minimum of moisture—you pay for food.

Ask for Spratt's FIBO (granulated), SPIX (bone size), OVALS or ASSORTED BISCUITS. Feed your dog this world-famous food and watch results.



NAME \_\_\_\_\_ L-11  
ADDRESS \_\_\_\_\_  
SPRATT'S DOG BISCUIT FOODS



# Cool Shaves

"arrest" razor  
stings and burn!



Men! Say "hello!" to cool and soothing Ingram's...and say "good-bye!" to hot and irritating shaves!



Right! Lather up with quick-action Ingram's—the luxury cream that's really different! It's cool—deliberately planned cool—to help condition your face for shaving.

That rich, creamy lather wilts whiskers in a puff... lets your razor give you a quicker, cleaner shave. And all the time your face is soothed by Ingram's special Coolness!



Change to Ingram's now...for cool, quick, easy shaves. Ingram's leaves your face refreshed for hours—more attractive looking, too. No lotion needed. In tube or jar—the same cooling, economical cream.

**INGRAM'S**  
**SHAVING CREAM**

IN TUBE OR JAR



Even before he is dressed, Willkie waves from back platform at Beloit, Wis. Reporters on the train groan to find the candidate making news long before they are up.

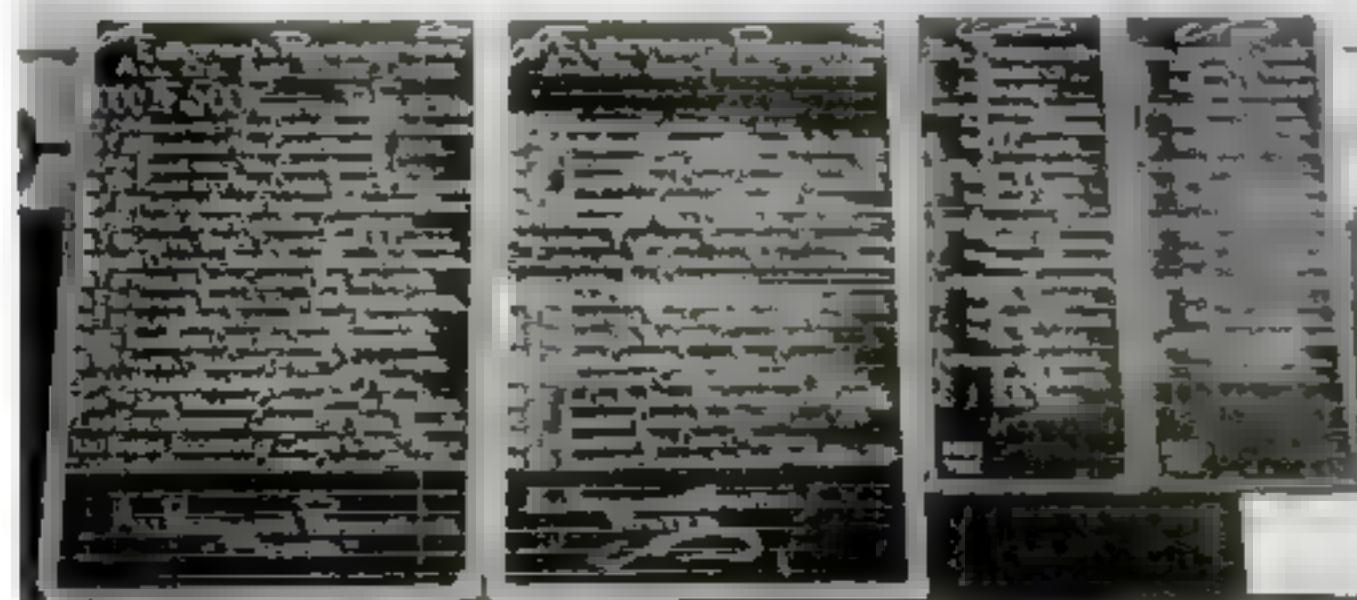
## WILLKIE'S DOGGED CAMPAIGN TIRES OUT HIS FOLLOWERS AND SENDS UP THE BETTING ODDS

If one thing about Wendell Willkie has most deeply impressed Americans, it is his dogged perseverance. Said one reporter on his train: "This train has a peculiar liking for spur lines and rusty tracks. That is because Willkie is reaching for the grass-roots people as well as the city people. This guy is out to save America. That's why he will stand up in the back of an open automobile for four hours at a time while people throw confetti—and other things—at him. That's why he won't make Fourth of July speeches and why he ignores Mrs. Willkie when she pulls him by the coat-tails and begs him to sit down and rest a spell. That's why he can go to bed absolutely dog-tired and be up the next morning before anyone else, out on the rear platform telling the crowds: 'I never felt better in my life.' This guy has golden guts."

M & M

NATIONALLY KNOWN FOR HALF A CENTURY

Butte, Montana



Betting odds on Willkie rise in every town he visits. This is the famous odds board at the M & M in Butte, on Oct. 23, a month after Willkie train had gone through.

*For Florida Booklets*

H. H. Neal, Manager, Chamber of Commerce, St. Petersburg, Florida.  
Please send me a copy of your free illustrated St. Petersburg booklet.

Name .....

Address .....

**MAIL THIS COUPON**

This winter come to Florida's beautiful Gulf Coast—to sunny St. Petersburg, city of better living. Sub-tropic scenery, almost ideal climate, a great variety of sport and entertainment. Accommodations to meet every requirement. Friendliness and hospitality. Plan to come early and stay late. Write for booklets today.



**St. Petersburg**  
**FLORIDA**  
THE SUNSHINE CITY

*Here's a Bargain  
for Your  
"Noggin"*



**JERIS**

**1¢  
Sale**



**75¢ SIZE  
HAIR TONIC  
60¢ SIZE  
HAIR OIL**

*both for 76¢*

Treat your scalp and hair to the benefits of these dependable hair preparations! Use Jeris Antiseptic Hair Tonic for invigorating massage, and to remove loose dandruff. Use Jeris Hair Oil to avoid dry scalp, and keep your hair immaculately groomed.

AT ALL DRUG STORES AND BARBER SHOPS



**ARTIST**  
**Norman**  
**Rockwell**  
**SAYS**

“Growing numbers of my guests appreciate a chance to say, ‘I’ll take *WINE*’

One of America's foremost artists, **Norman Rockwell** is known to millions as the creator of brilliant magazine covers and illustrations. At his home in New Rochelle, N.Y., Mr. Rockwell plays host to many well-known people. He notes that a growing number of them now prefer wine



**It's Easy to be a Wine Expert**

Smart American hosts and hostesses serve their wine very simply today. Here are some practical tips

**At the appetizer hour, serve Sherry wine.** . . mellow amber, nutlike in flavor, the perfect invitation to a good dinner. Sherry is usually served in cocktail-size portions

• • •

**With meals, serve a "table" wine,** red or white as you prefer. Table wines are made "dry" (not sweet) especially to complement the flavor of main-course dishes. With your dinner, in portions about half the size of a water glass, try:

**Sauterne** which is golden, refreshing and delicate in flavor, goes well with chicken, fish or any mildly flavored main-course dish

• • •

**With refreshments or desserts, serve a "sweet" wine.** . . rich with the natural sweetness of the grape. For casual entertaining, or at any afternoon or evening affair, bring on small glasses of:

**Muscatel,** which is the color of old gold, full bodied, richly endowed with the unique flavor of Muscat grapes — a delicious beverage with cakes or cookies



**"People find they need to relax and enjoy themselves, and almost everyone wants to stay on the moderate side"**

**I**n recent months," writes Norman Rockwell, "more of my guests than ever before have been selecting wine as their beverage.

"I think the reason is simple. People want to let up, to get a few hours of relaxation. And yet in times like these almost all of us prefer a moderate kind of evening."

Hosts and hostesses in all sections report as Mr. Rockwell does. More and more people like a chance to say "make mine wine." Prefer wine because it is a moderate beverage.

Why don't you try it next time you have guests for dinner, or when friends drop in during the evening?

You'll notice folks like to sip their wine slowly. You find yourself lingering over your

glass as a connoisseur does—savoring a bouquet and flavor that is delicately satisfying. You discover no urge to bolt wine down.

Good wine is thrifty to buy these days, and delightfully easy to serve. There are some interesting, easy-to-follow suggestions in the panel at the left.

**THE WINES OF CALIFORNIA:**

In the most discriminating households the good wines of our own country are usually served today. Actually more than 9 in every 10 Americans who serve wine choose wines grown here. The wines of California, for example, are grown to strict standards of quality. They are true to type. Well developed. Inexpensive.

**Be Considerate—Serve Wine**



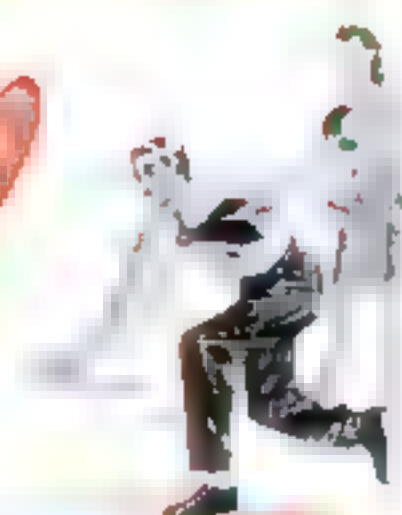
This advertisement is printed by the wine growers of California, acting through the Wine Advisory Board, 85 Second Street, San Francisco





Get in and win! **IN BRUNSWICK'S RED CROWN**

# Bowling Carnival



# \$50,000<sup>00</sup>

IN CASH AND OTHER VALUABLE PRIZES

**6 GRAND PRIZES \$1000<sup>00</sup> EACH**

**17,526 PRIZES IN ALL**

**2,190 PRIZES EACH AND EVERY WEEK UNTIL CONTEST CLOSES, DECEMBER 7<sup>TH</sup>**

*Bowl 3 or more games in open play*

*No charge, other than the cost of bowling*

Start anytime. Enter often. It's not too late to bowl and win in Brunswick's \$50,000 Red Crown Bowling Carnival. There's a big, new bowling contest each week until December 7th. You still have plenty of time to win the *maximum* in prize money. And you can enter as many times each week as you please, thereby increasing your opportunity to win a big prize.

You bowl in your own class. No competing against experts or bet-

ter bowlers than yourself. There are *separate* and *equal* prizes for all classes. Be sure to enter soon. Let the friendly bowling proprietor in your community welcome you into the Carnival *this week*.

Mornings and afternoons, or Saturdays and Sundays are especially good times to participate in the Carnival—enjoy wholesome fun on uncrowded alleys. Phone Western Union for the name of the nearest official establishment—right now!

Copy 1940 by The Brunswick-Balke-Coller Co.



**FUN! EXERCISE! MONEY!**

## ANSWERS TO YOUR QUESTIONS

**CAN I WIN? I'M JUST A RANK BEGINNER!**

Certainly! You compete only against bowlers in your own class—beginners vs. beginners; experts vs. experts.



**HOW ABOUT ME? I'M A PRETTY FAIR BOWLER - BUT SO ARE THOUSANDS OF OTHERS!**

Remember this contest is divided into six groups of contestants—and there are 17,526 prizes. Plenty to go around.



**DO I GET IN? YOU'D CALL ME AN EXPERT, I GUESS!**



You certainly do! The contest rules do not discriminate against the expert—there's an equal opportunity for all.

**CALL WESTERN UNION** for names of bowling establishments featuring the Bowling Carnival or enter where you see this sign.



## HIGH SPOTS FROM THE OFFICIAL RULES

1. There are six classes of competition from beginners to experts. The score you bowl in 3 consecutive games determines the class in which the entry will be judged.
2. There are eight weekly contests for each of the six classes, ending December 7th. The prize list for each class is the same.
3. Maximum prize award to any one contestant is limited to \$1200.
4. Double weekly cash award for winning entries in special "target number" event.
5. Decision of the judges on all matters affecting the contest will be final.

## SPECIAL CONTESTS

for Duck Pin, Candle Pin and Rubberband Duck Pin Bowlers where these games are popular. Ask your Bowling Proprietor for special entry blanks.

## BOWL BETTER AND HAVE MORE FUN. OWN YOUR OWN CUSTOM-FIT MINERALITE BOWLING BALL.



Available at all leading bowling establishments, credit jewelers, sporting goods stores, department stores, Brunswick Salesrooms.





NOTRE DAME'S ROCKNE DIED IN 1931



PAT O'BRIEN PLAYS ROCKNE IN FILM

## ROCKNE LEARNED SHIFT FROM CHORUS

To football, Knute Rockne is more than a legendary tactician who produced the nation's greatest teams a decade and a half ago. His name conjures up all the glamor of the golden era of U. S. sport. Warner Bros.' new movie, *Knute Rockne—All American*, is a faithful though uninspired record of "The Rock's" life from his birth in Norway to his death in an airplane crash. Odddest sidelight in the film (and a true one) is that which shows how the Chester Hale Girls suggested one of Rockne's greatest plays. To reward his team for hard practice, Rockne takes them to a Broadway musical. They are amused to see how intently he watches the chorus dance. He takes an envelope from his pocket and pencils some notes. That night he cries: "The girls gave me an idea for a new kind of backfield shift." Using this new shift, Notre Dame's famed Four Horsemen ride to their great victories of 1922-24.



CHESTER HALE DANCERS GIVE ROCKNE IDEA FOR A NEW BACKFIELD SHIFT



THE FAMED FOUR HORSEMEN OF 1922-24 CLEAN UP WITH ROCKNE'S PLAY

# "Staticless" FM Stromberg-Carlson

HIGH FREQUENCY  
MODULATION SYSTEM



**ANDRE KOSTELANETZ**  
master musician and conductor, whose programs are acclaimed by concert and radio audiences the world over.

(Above) No. 535-PS Automatic Radio-Phonograph with Sapphire Pick-up—no needles to change. Four bands cover FM, Standard and Short Wave. Labyrinth, Carpinchoe Speaker. . . . \$265.

(Below) No. 535-M Radio. Four bands cover FM, Standard and Short Wave. Labyrinth, Carpinchoe Speaker. . . \$199.50\*



The greater the musician, the keener his appreciation of the new FM broadcasting's marked contribution to radio enjoyment. For FM, in addition to being "staticless," affords greatly increased *tonal range*, as well as almost unlimited *dynamic range* . . . brings you, for the first time, the subtle variations of tone . . . the sudden surges of *crescendo* passages in true proportion.

Within the service range of FM stations, the new Stromberg-Carlson FM models give you reception freed from static and interference. Electrical disturbances, both man-made and atmospheric, are virtually eliminated. And only Stromberg-Carlson has the patented Labyrinth and Carpinchoe Speaker Audio System that brings you the utmost that FM offers . . . adds new realism to ALL broadcasts.

Stromberg-Carlson offers unmatched values in table models, consoles and radio-phonographs, from \$24.95 to \$395.\* See them at your nearest dealer's, whose name is in your classified telephone directory—or mail coupon.

\*Prices slightly higher in the Southeast and west of the Mississippi.

All Stromberg-Carlson FM Receivers are licensed under Armstrong Wide-Swing Frequency Modulation patents.

Stromberg-Carlson Telephone Mfg. Co.  
280 Carlson Road, Rochester, N. Y.

Gentlemen: Without obligation, please send me your free booklet, "FM for Finer Music."

Name \_\_\_\_\_

Street \_\_\_\_\_

City & State \_\_\_\_\_

There Is Nothing Finer  
Than A Stromberg-Carlson





Girl meets body, suddenly, and her faint screams. Cell  
fin was in pine grove for tree, some hunting, a great old wood

in. Frigidity, lady is pained. Actress June Hayon, ever  
more talented and funny than her sister, Gypsy Rose Lee



OUT OF THE BLACKNESS SHINE LIGHTS OF DORIS DUDLEY

## Life Goes to a Doris Dudley entertains friends

I am in the peculiar position of trying to fight  
sex with talent. Actress Doris Dudley has  
winter after being eased out of the cast of John  
Berrymore's play *My Darling Clementine* by a part that  
Elaine Barre. By this philosophicalquip alone she  
might have immortalized herself, but the 22-year-  
old daughter of Drama Critic Rude Dudley was al-  
ready known as a talented actress. Her zest for the  
bizarre led her recently to lease an ancient rambling  
mansion in West Paris, N. Y. Here, two years  
ago, was the hide-out rented by Thomas F. Dewey  
for his Policy Racket witnesses, one of whom, Gang-  
ster George Weyerberg, rubbed himself out in a bath-

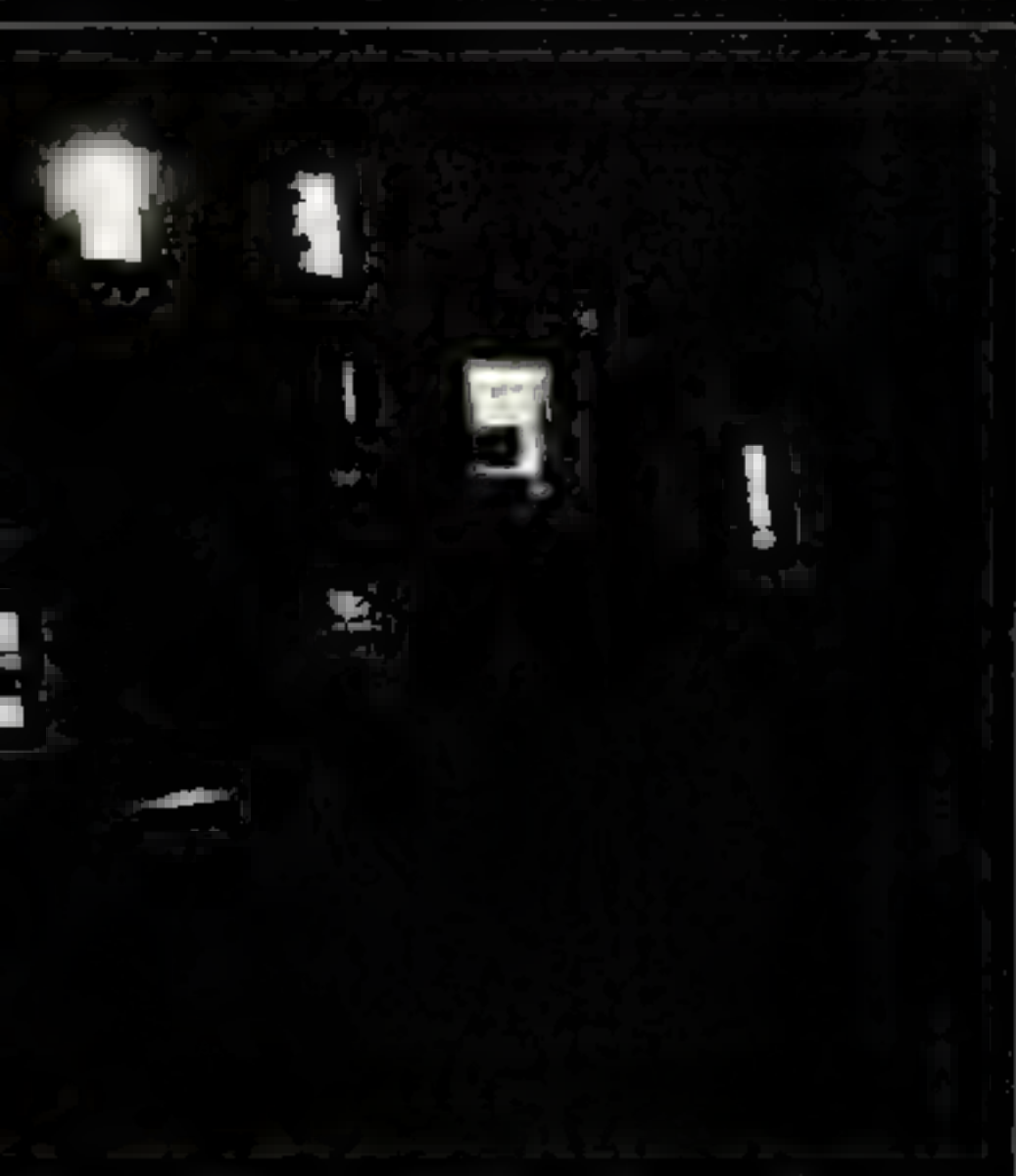


Imitating pumpkin faces are Actresses Adelaide Klein, Doris Dudley, Actor Carleton Young  
and June Havoc, who cut out pumpkins herself, gives by far the best of the imitations.



Havoc in the hay was surrounded by heavy men when she cried, "I'm so lonely. Stand  
back, boys!" During party June, who never drinks, consumed 14 hot dogs, 3 quarts of milk.





GHOSTLY HAMBLING MANSION IN WHITE PLAINS, N. Y.

## Halloween Party and ghosts in house of horror

room. If ghosts seek companionship, there was already present the departed spirit of a wife whose husband had murdered her in the attic many years before.

On this ghastly scene Miss Dudley gave a premature Halloween party for some 30 theatrical friends, including the cast of her current CBS radio serial drama, *Meet Mr. Mack*. They enjoyed themselves at apple-bobbing, hay-rolling, inspecting bloodstains, but what made the party a success were the high-spirited antics of Hostess Dudley and her clown June Hayer, who chased ghosts, discovered coffins, welcomed new arrivals with "Pardon us, but the guest of honor is upstairs having his shroud pressed."



Doris Dudley bobs an apple successfully, although the pose is unflattering while Maxine Byron, left, eats hers.

Party was held in barn and house, from which "Hodge Crocker" Hayer said, "The children were evacuated."



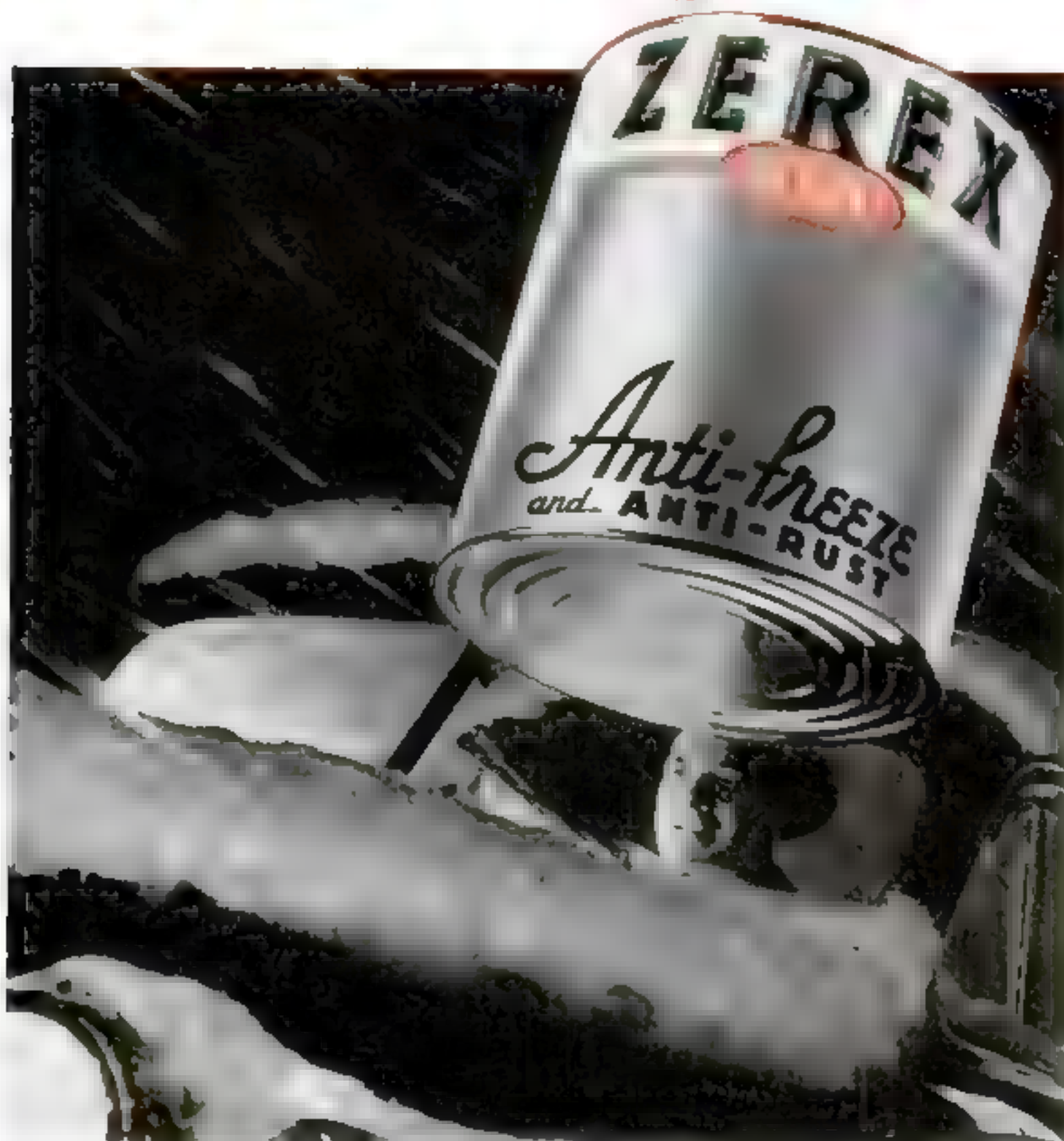
Bonfire by barn warms late guests after other amusements pall. Barn boasted hard cider, music and quarter slot machine. Some fans slipped inside it and concessionaire lost \$15.



Unknown guest has his apple snatched. He arrived early in evening and asked "May I come to your party?" Electrician came to fix lights, stayed all evening, sent a bill for \$30.



# NEW, NON-EVAPORATING ANTI-FREEZE *by DuPont*



## WON'T BOIL OUT...\$2.65 A GALLON

OUT of the same laboratories that developed that sensational new material, nylon, comes another chemical triumph—"Zerex"! It is made to a new and exclusive Du Pont formula.

Special ingredients make "Zerex" different from all other premium anti-freeze brands. It protects metals in the cooling system against rust and corrosion. It is an *anti-acid* that prevents the formation in the cooling solution of chemicals that attack aluminum cylinder heads, rubber hose and pump packings. No clogging of small radiator passages and tubes—improved cooling and en-

gine efficiency—more heat from the car heater.

"Zerex" is more than just an anti-freeze. It's a winter radiator conditioner. It gives complete protection—safely. If you are proud of your car—careful to use only the finest products in it—want freedom from worry and fuss over anti-freeze—can afford the best—then you'll want "Zerex." It sells for \$2.65 a gallon, 70¢ in quarts. Your dealer will have "Zerex." Don't wait till freezing weather is here. Have it put in today and be safe and satisfied. It won't boil out. One filling does the job all winter long.



## YOU CAN'T BEAT "ZERONE" AT A \$1-A-GALLON PRICE

INTRODUCED to the motoring public only seven years ago, more "Zerone" anti-freeze is purchased today than any other brand. Why? Because "Zerone" is efficient and economical. It is so effective it can actually keep water from freezing even at 215° below zero! Surprisingly little is needed for safe protection. A car with a 15-quart radiator capacity (the average size) can often get all-winter protection for as little as \$1.50 to \$2.00.

"Zerone" is stable. Replacements under average conditions are small. All you need is an occasional check-up. "Zerone" improves heat transfer. That means improved engine performance. Keeps clean cooling systems free of rust and corrosion. For an efficient low price anti-freeze, buy "Zerone." Only \$1.00 a gallon, 25¢ a quart.

TUNE IN... "CAVALCADE OF AMERICA"... NBC RED NETWORK... EVERY WEDNESDAY EVENING

## Life's Party (continued)



His nose to the grindstone, Radio Actor Jack Smart prepares for an apple bobbing. He said he was sharpening his teeth. He got no apples, but enjoyed himself hugely.



At 4 p. m. collapse overtakes June Haver and Hostess Dudley ministers to her with tea. This fall June will be in new John O'Hara Rodgers & Hart show, "Pal Joey."

CONTINUED ON PAGE 37





## When You're buying Blankets this Fall...

### This Sensible New Way Saves You Time, "Shopping Around," Guesswork—and Money, too!

This photograph shows the new Chatham "Selection Cabman" in use. Here's a truly practical answer to the problem of finding exactly the blanket for every one of your requirements.

You'll welcome this way of making your selection for all the reasons you can think of. It's simple, it's fast, it's sure. You'll avoid needless and tiring shopping around—going from store to store trying to remember comparative values.

Here you'll find everything arranged for your convenience. 111 sized Chatham Blankets to examine. Large, color swatches of every blanket made by Chatham in 1940. Even a swatch of every

color in which each blanket is made. There are suggestions, too, to help you make your selection.

But most important of all, you'll find *the blanket that's just what you need*—and in simple, understandable terms—weight, size, wool content, warmth, strength, etc. At the left are typical specifications as printed on each Chatham label. There's no guesswork, no uncertainty. You know what you're buying.

Finally, you'll find that Chatham saves you money as well as time and effort. For every Chatham Blanket represents a real *value*—a challenging comparison, price by price, with any blankets made. Prices from \$2.95 to \$27.95.

If you don't know what store in your vicinity features the new Chatham "Selection Cabman," write to Dept. N, The Chatham Mfg. Co., 50 Warren Street, N. Y. City. Mails at 100 N. Y. C.

#### These Specifications appear on the Label of the CHATHAM SUTTON

**CONSTRUCTION:** 50% new staple rayon, 25% wool, and 25% cotton. The warp is strongly twisted cotton for greatest durability and the filling is all rayon and wool.

**SIZE AND WEIGHT:** 72 x 90 inches, double-bed size. This blanket weighs three and one-half pounds or 11 1/2 ounces per square yard of blanket fabric.

**COLOR:** This blanket will retain its color for the life of the blanket, if properly washed according to the instructions printed on this label.

**WARMTH:** This fabric retains heat with a rating of 110 points as measured for thermal transmission. (100 points is average for 100% wool, 3 1/4-pound, single blanket.)

**STRENGTH:** Tensile strength tests by grab method with a Scott Tester on this fabric have averaged 27 pounds for the warp and 17 pounds for the filling.

**BINDING:** This blanket is bound with rayon acetate selvis. It has been tested for durability in a commercial laundry and found to outlast 10 regular washings.

The Chatham Sutton is a medium-weight "service" quality blanket which sells for about \$6.00

# CHATHAM·BLANKETS



# *Pour* GLENMORE *..you get more*

Gentlemen, there's a sight more in a bottle of Glenmore than meets your eye. There's a heritage and character distilled into this fine whiskey that's been favored with the same family management for 68 uninterrupted years. And it's this tradition of quality that makes Glenmore the smoothest, want more for your whiskey dollar, sure to please you. And I'll wager you

years. And it's this tradition of quality that richest Bourbon out of Old Kentucky. If you try Glenmore. Its distinctive flavor will be will be mighty pleased with its price, too.



FROM THE DISTILLERY

WITH MORE THAN A MILLION BARRELS EXPERIENCE



## Life's Party (continued)



side mirror, in which Gangster Weinberg, picked to take an... names... Dudley... There are still... on the floor



Dudley displays attic where many years before Weinberg... has it, a his... of his wife, Dying he pines... and let him have it with a butcher knife



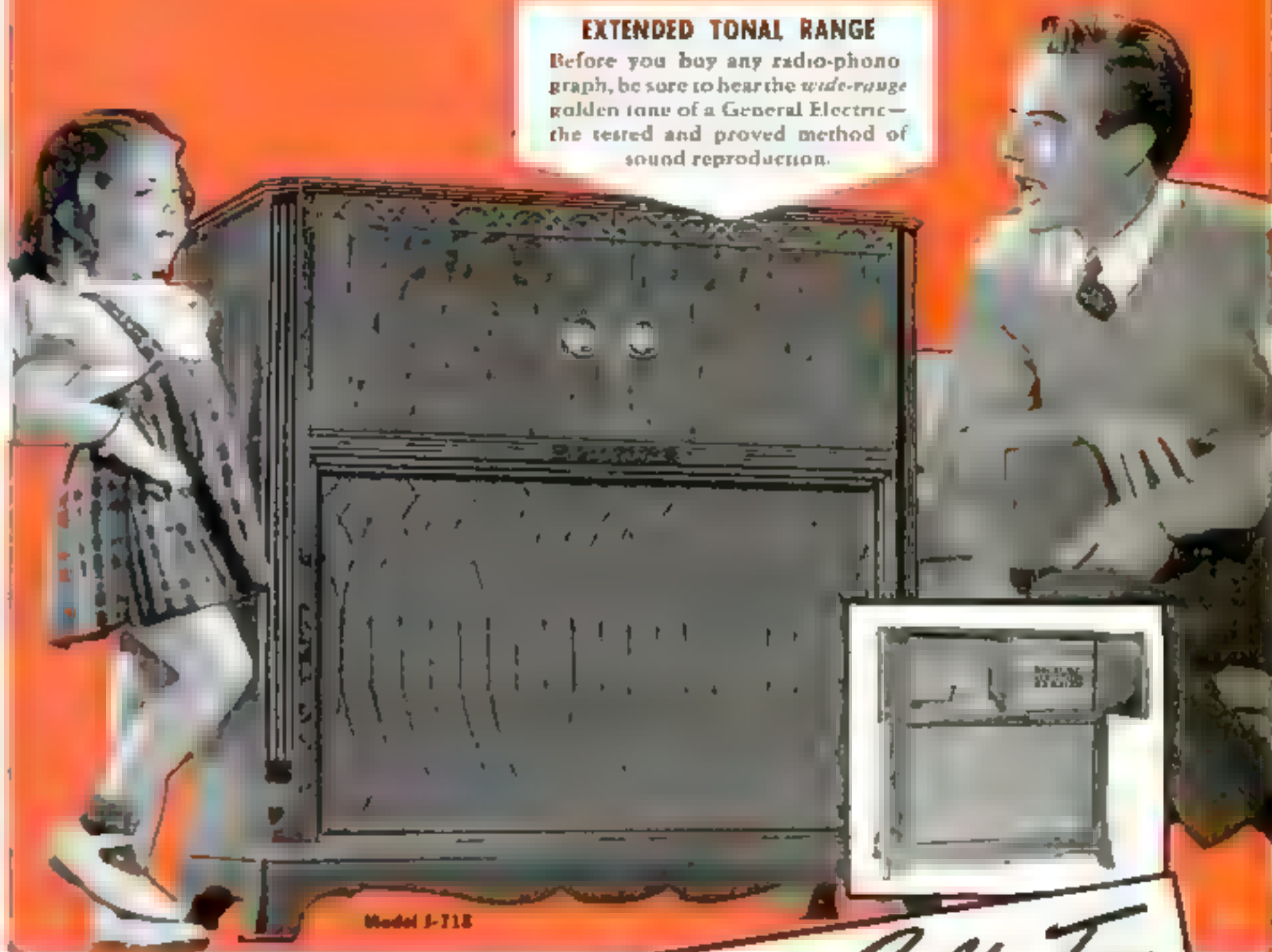
the late Weinberg's bed now sleeps the... Dudley... Here at 6 a.m. she... the triple problem of life, tests, cracks in the wall, a small corps of ghosts

# Glorious Tone — Brilliant Styling

## SEE AND HEAR THIS NEW G-E Automatic Combination

### EXTENDED TONAL RANGE

Before you buy any radio-phonograph, be sure to hear the wide-range golden tone of a General Electric—the tested and proved method of sound reproduction.



### New De Luxe Automatic Radio-Phonograph Combination

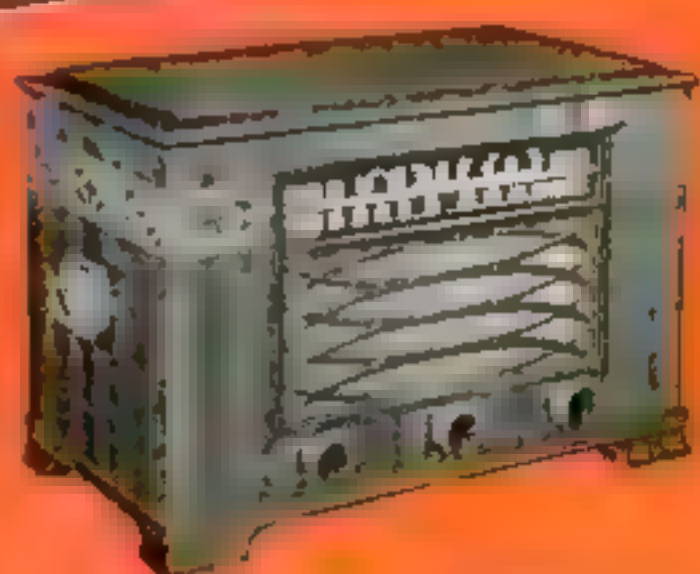
HERE'S A BEAUTY—and a bargain! For it brings you the best in broadcast music and reproduces recorded music with marvelous fidelity.

Equipment includes Frequency Modulation Key (for use with FM Translator)—Automatic Record Changer—Dual Beam-a-scopes (no aerial—no ground) for finer foreign and domestic reception—14-inch Dynapower Speaker—Feathertouch Tuning and many other plus-value features. Cabinet in figured mahogany veneers.

Visit the G-E Radio dealer and ask for a demonstration. See it! Hear it! Compare!

EASY TERMS — LIBERAL TRADE-IN ALLOWANCE

LOOK TO G-E FOR  
THE LATEST IN RADIO



### New! And Different!

MODEL 1-62—A cabinet of rich mahogany veneers that follows the lines of an 18th Century jewel case. Equipped with Dual Beam-a-scopes (no aerial—no ground) for finer foreign and domestic reception.

For Replacement Specify General Electric Golden Tone Preferred Type Tubes



### EVERYBODY WANTS ONE!

### New Camera-Type Carryabout Radio

MODEL JB-410 You can take it with you wherever you go. Designed to resemble a small camera. Light in weight and only eight inches long. Remarkable tone. Long-life batteries. Case finished in simulated leather with dark maroon plastic trim.

GENERAL  ELECTRIC



# Alpagora

**EVERYTHING  
YOU EVER WANTED  
IN A COAT!**

"Alpagora" is unlike any coat you've ever owned . . . its deeply-napped, silk-like fleece fabric is light, soft, durable . . . it is shower-proof . . . mothproof . . . and the price is proof that it is America's greatest coat value.



ALL STYLES  
ALL COLORS

THE YEAR 'ROUND WEIGHT

**\$27.50**

THE OVERCOAT 32.50

If your dealer cannot supply you write

**STRATBURY, Dept. L, Collins, N. J.**

## PICTURES TO THE EDITORS

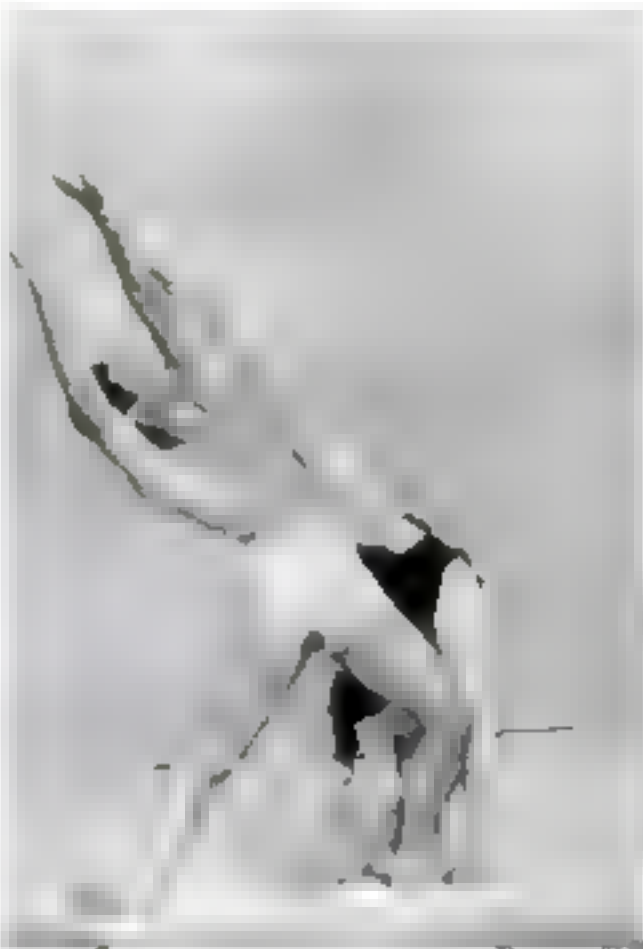
### LIMBEREST EYE

Sirs

Jeanne Francis, Hollywood dancer shown here with her partner, Jerry Grey, in an "Adam and Eve" dance, is known as the "limberest girl in the world." Both dancers, who attribute their limberness to a rigid schedule of workouts, scoff when

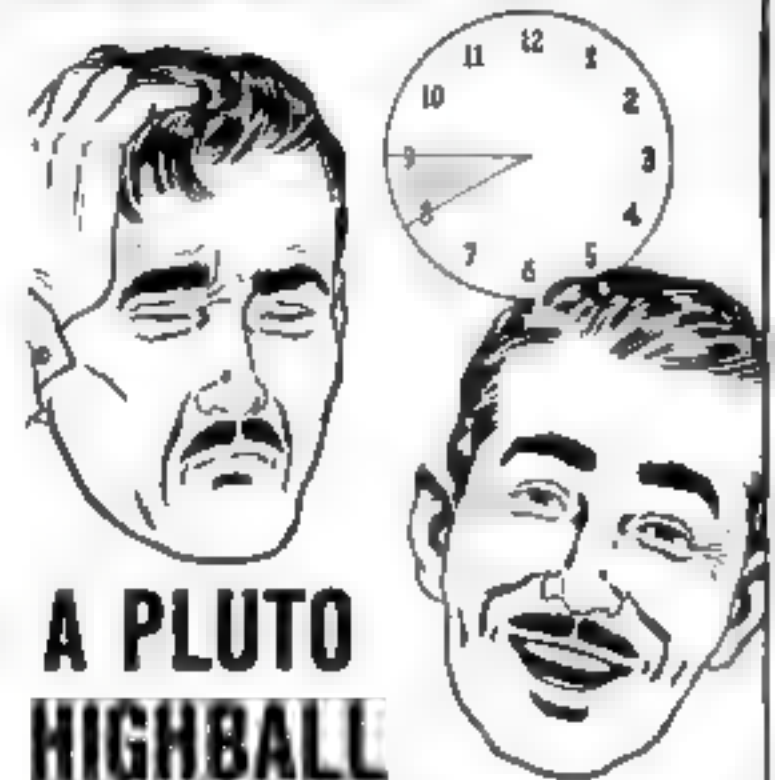
admirers say they are double-jointed. In the dance shown in the pictures below, Jeanne, as Eve, squirms through the sand to captivate and conquer innocent Adam. Jeanne is mother of a 7-year-old son, Bobby.

HAROLD J. SALEMSON  
Hollywood, Calif.



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## ONE HOUR RELIEF FOR MORNING AFTER!



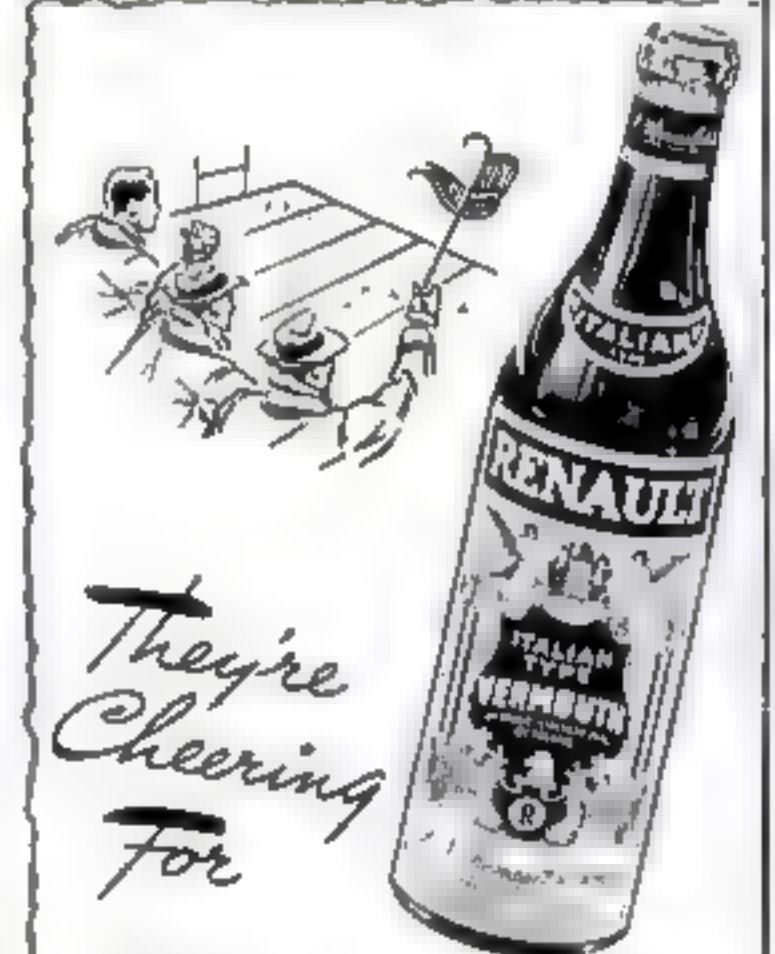
**A PLUTO  
HIGHBALL  
Gives Amazing  
Relief in ONE HOUR**



● Try a \*Pluto highball for morning after blues. Discover its swift, gentle action. See how quickly you perk up—feeling worlds better in one hour. Experience Pluto's thorough cleansing with no unpleasant after effects! Get Pluto at any drug store! Pluto highball 10c at fountain and bar!

\*PLUTO HIGHBALL: Pour 2 ounces of Pluto in a glass—fill with water and drink.

**PLUTO Water** From Famous French Springs, Inc.  
WHEN NATURE WON'T—PLUTO WILL



*They're  
Cheering  
For*

**RENAULT\***  
AMERICAN VERMOUTH

The finest of wines, blended with imported herbs by a master European vintner, RENAULT makes America's popular cocktails cost less—makes them taste better and smoother. So order RENAULT, the Vermouth without fault.

\*15% alcohol by volume.

AMERICAN CHAMPAGNES, SPARKLING WINES, STILL WINES, VERMOUTHS

**L. N. RENAULT & SONS, INC.**  
EGG HARBOR CITY, N. J.  
Continuously since 1870



Your husband  
will think this is a  
75¢ knife ...

YOU CAN BUY IT FOR ONLY 25¢



It dimes  
es and  
dwars  
es

LET him try the edge  
—it's heat hardened  
for lasting sharpness. Let  
him try its flexibility—  
the Geneva Forge blade  
is drawn-tempered, gen-  
uine cutlery stainless steel.  
See if he believes how little  
you paid for it!

The same amazing qualities  
and values are found in all  
Geneva Forge Knives—Paring  
Knives and Vegetable Knives for  
10c—25c; Butchers and Slicers for  
25c—50c. Look for the Geneva Forge  
Trademark with stars on the blade.

GENEVA FORGE, INC.  
Sales Offices: 1949 N. Cicero Ave., Chicago

**GENEVA FORGE**  
"Drive dull  
care away!" Cutlery

**SENSATIONAL NEW BED LAMP**



**"LUXURAY"**

New thrill for bed-time readers!

Here's the revolutionary new bed lamp that gives  
you conditioned light—easier seeing—greater read-  
ing pleasure than ever before! New "Plastacels"  
diffuse screens out harsh light—puts plenty of  
the right light in the right place—directly on the  
reading page. Uses 60-watt MAEDA lamp. Adjust-  
able to any bed... 9-foot cord... now double  
plug feature permits use of other devices. Get a  
LUXURAY now for every bed. Two finishes—  
soft ivory or deep walnut. \$1.98 at your dealer.  
Mitchell Mfg. Co., 1552 Dayton Street,  
Chicago, Ill. Dealers invited. LUXURAY sells  
on sight—everybody wants it!

**TRUTH ABOUT CORNS**

• Corns are caused by pressure  
and friction. But now it's easy to  
remove them. Fit a Blue-Jay pad  
over the corn. It relieves pain by  
removing pressure. Special medi-  
cation acts on corn, gently loosens  
it so it can be lifted right out. By  
avoiding pressure and friction that  
caused corn, you can prevent its  
return. Get Blue-Jay Corn Plasters  
—25¢ for 6. Same price in Canada.

**BLUE-JAY CORN PLASTERS**

## PICTURES TO THE EDITORS

(continued)

### YOUNG RIDER

Sirs:

This series of pictures shows the  
steps through which our 11-year-old  
son, Paul, learned to ride. At 1 he  
mastered a gentle stump. At 2 he  
mounted a neighbor's Boston terrier.  
At 4 he boldly straddled his grand-  
father's cow. At 5 he became the owner  
of a Shetland pony, which he has been  
riding for the last six years.

H. O. SMITH

McLean, Neb.



## Cold weather deals batteries a DOUBLE BLOW

**NOBODY** knows better  
than an Exide dealer the "one-  
two" punch that cold weather  
lands on a battery. Not content  
with merely lowering its efficiency,  
cold weather piles on the work  
it has to do.

With his new, scientific Starting  
Power Indicator, your Exide  
dealer can show you this double  
action. See it work; you'll be eager  
then to have him test your battery  
on his Sure-Start Tester. This  
amazing instrument tells you  
straight from the shoulder whether  
you need a "re-charge," a new  
battery, or whether you're all set

for winter... Its service is free.

If you want to be sure of sure-  
fire starting from now on, regard-  
less of weather, see the man who  
is equipped to promise it. He is  
your Exide dealer.

THE ELECTRIC STORAGE BATTERY CO.,  
Philadelphia... The World's Largest Manufac-  
turers of Storage Batteries for Every Purpose  
Exide Batteries of Canada, Limited, Toronto



WHEN IT'S AN  
**Exide** YOU START



## Bracing as a breath of mountain air...

You can find quick refreshment  
in the simple act of brushing your teeth!



Whenever you feel the need for quick refreshment, here's one of the quickest, simplest ways of finding it. Brush your teeth and gums with cool, minty Squibb Dental Cream.\* Then run your tongue across teeth and gums and feel the difference. Not only does your mouth feel cleaner. It feels definitely fresher.



And remember Squibb Dental Cream contains Squibb Milk of Magnesia... concentrated, which helps form a clean, anti-acid bath, neither soapy nor sweet, that gets right down around your teeth and gums, as you brush away stale deposits.



So why put it off? Why not try Squibb Dental Cream today? Remember it was developed by the Squibb Laboratories—in cooperation with members of the medical and dental professions—to provide the best possible home aid to your own dentist's care in preventing decay. Your entire family should have the benefits of Squibb Dental Cream—starting now.

\*Squibb Dental Cream contains Squibb Milk of Magnesia—concentrated. An utterly safe cleanser. A valuable anti-acid.

## SQUIBB DENTAL CREAM

Taste and feel the refreshing difference

## PICTURES TO THE EDITORS

(continued)

### DIMINUTIVE DOG

Sirs:

Tiny Trixie, shown below on the head of her master, A. B. Christison of Bexley, Australia, is one of the smallest dogs ever bred on the "down under" continent. Six-months-old Trixie, who stands 8 in

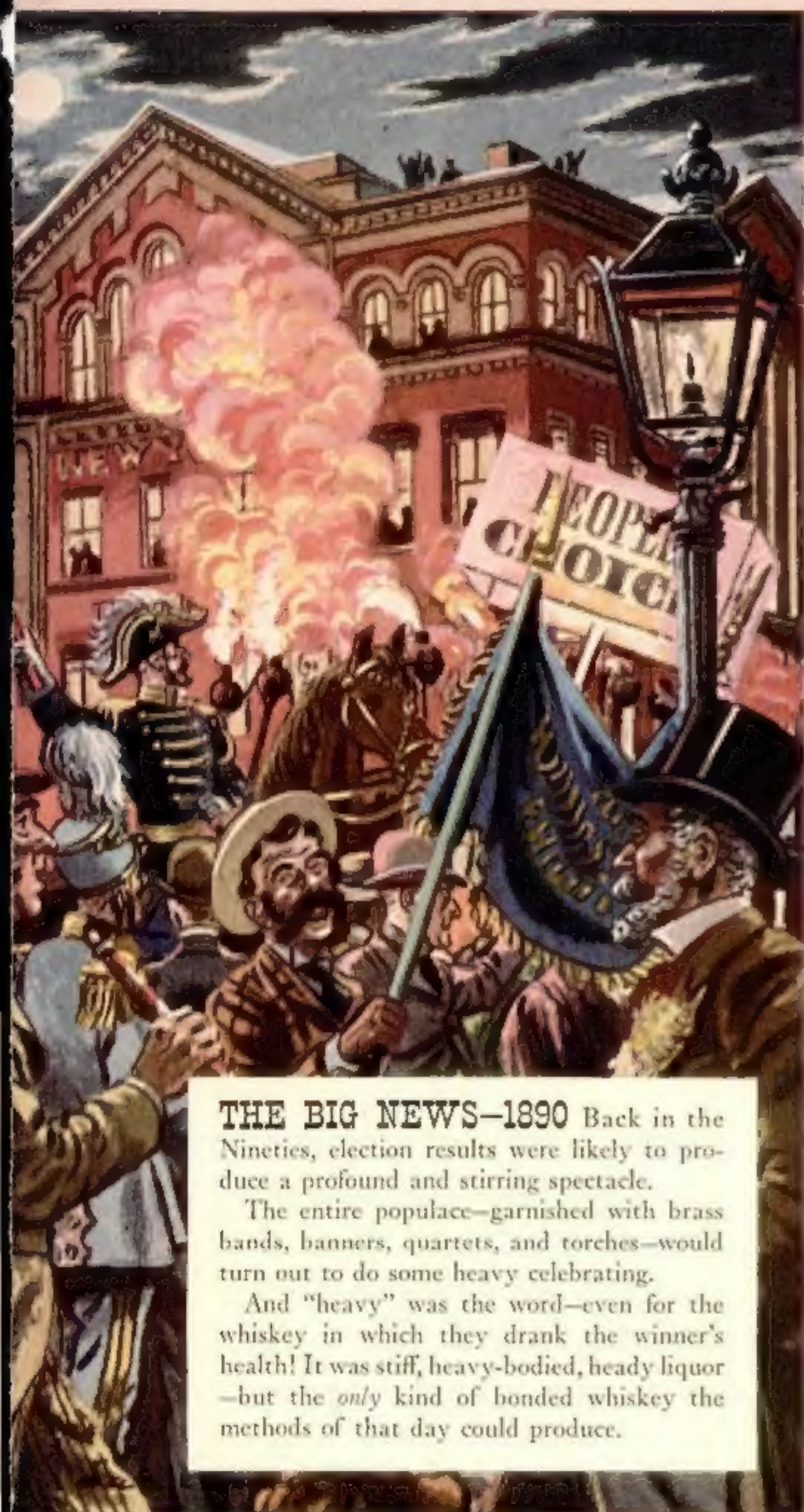
tall and weighs less than 2 lb., is a Sydney silky terrier. When not head-sitting Trixie is fond of playing inside her owner's hat.

BILL HURWORTH  
Sydney, Australia





*Your TASTE, too, has changed!*



**THE BIG NEWS—1890** Back in the Nineties, election results were likely to produce a profound and stirring spectacle.

The entire populace—garnished with brass bands, banners, quartets, and torches—would turn out to do some heavy celebrating.

And "heavy" was the word—even for the whiskey in which they drank the winner's health! It was stiff, heavy-bodied, heady liquor—but the *only* kind of bonded whiskey the methods of that day could produce.



**THE BIG NEWS—1940** How times and tastes have changed!

As the returns come over the air, we no longer hasten to equip ourselves with torches and brass bands and turn the whole town topsy-turvy on election night.

And the whiskey in which we toast a winner these days? *That's* changed, too!

In perfect keeping with our lighter, milder taste today goes a *light* whiskey—Signet, the whiskey aged in *aged* wood.

Wonderfully mellow, gloriously smooth and light. Signet is the *first bonded* whiskey of its kind! Try Signet—today!

Delightfully light... because  
*It's Aged in AGED Wood*

*Hiram Walker's*  
**Signet**  
*First Bonded Whiskey of its kind*

**WHAT AGED IN AGED WOOD MEANS**

Signet is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskeys and the rarest French brandies are also aged in casks that have been thus pre-mellowed.

HIRAM WALKER



*This whiskey is*  
**4 YEARS OLD**  
*100 proof*

COPR. 1940  
HIRAM WALKER & SONS INC.  
PEORIA, ILL.





"They're almost  
as sweet as you are"

When sweeter, plumper and more tender peas are canned, the Green Giant will have his famous label on them.

Fine farming has much to do with their strong lovely vines, their full, green pods, their larger size and sweeter meat. But the real secret is in the breed (S-537) grown only by us. Then for that "right-out-of-the-garden" flavor and a max-

imum of those healthful vitamins, they are packed at the peak of perfection—actually less than three hours from vine to can. Money can't buy finer peas, yet they sell at ordinary prices.

*Packed only by Minnesota Valley Canning Co., LeSueur, Minn., and Fine Foods of Canada, Ltd., Tecumseh, Ont. Also packers of the following exclusive brands of corn: Niblets (whole kernel), Niblet-ears (corn-on-the-cob), Del Maiz (cream style) and Niblets Mexicorn (whole kernel corn with sweet red and green peppers).*

*Green Giant Peas*  
BRAND



"GREEN GIANT" BRAND  
REG. U. S. PAT. OFF.